

FINNAIR

BLUE WINGS

CULINARY ISSUE TRENDS, DESTINATIONS AND INSIGHTS FOR TRAVELLERS

MAY 2015

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WWW.FINNAIR.COM

HEAD OFFICE FINLAND

CONTENT DESIGNER

Amanda Soila

VISUAL DESIGNER

Sirpa Ärmänen

Kirsi Perimö, Faktor Oy

SUB-EDITOR

Shelly Nyqvist

ENGLISH EDITING

Silja Kudel

REPROGRAPHICS

Faktor Oy

ON THE COVER

Dubrovnik Old Town, Croatia

Photo by Sabine Lubenow

BEHIND THIS ISSUE

Pete Balding, Tim Bird, Simon Fry,

Laura Iisalo, Kati Heikinheimo, Sonja

Hüsler, Mirva Lempiäinen, Jorma Leppänen,

Marja-Liisa Kinturi, Andy Kruse, Silja

Kudel, Katja Pantzar, Herman Patiño, Anu

Piippo, Heidi Rostén, Andrew Taylor,

Fran Weaver and Ben West

SUBMISSIONS

bluewings@headofficefinland.fi

BLUE WINGS ONLINE

www.issuu.com/headofficefinland

EDITORIAL OFFICES

Lapinmäentie 1, 00350 Helsinki, Finland,

Postal address P.O.Box 100, 00040

Sanoma, Finland, tel. +358 9 1201,

firstname.lastname@headofficefinland.fi

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Media Assistant Sirkka Pulkkinen

tel. +358 9 120 5921

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EDITOR-IN-CHIEF

Arja Suominen

arja.suominen@finnair.com

FINNAIR HEAD OFFICE

Tietotie 9 A, Helsinki-Vantaa Airport,

1053 Finnair, Finland, tel. +358 9 81881,

Postal address: P. O. Box 15, 01053

Finnair, Finland

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BY PEKKA VAURAMO
CEO OF FINNAIR

Bon appétit!

Playwright George Bernard Shaw once quipped that "there is no love sincerer than the love of food." Perhaps right now, as you read this on board during your travels, you are in a good place to start falling in love.

Or maybe you're just hungry. Either way, this culinary issue of *Blue Wings* is all about our fascination with food and the adventures that our taste buds lead us to.

One gastronomic adventure I don't want to miss will be the upcoming Expo in Milan, the theme of which is food from around the world. Chefs from more than 140 countries will be descending on Milan to showcase

their national cuisines and best dishes – you can read more about this event on page 11.

We have also upgraded our culinary offerings on board. In Business Class on long-haul flights we have partnered with some of Finland's finest restaurants to design Signature Menus representing the best of Finnish cuisine. We have also worked hard to provide hot, high-quality meals in Sky Bistro in short-haul Economy Class.

But whether in the air or on the ground consider making your next meal an adventure. Try something new – you never know where it might take you.

Pekka Vauramo
CEO

Three Finnish food tips:

1 For a summer classic, go to Helsinki's Market Square and get ice cream and fresh strawberries, ripened to perfection under the Midnight Sun.



2 Another great Finnish pastime is gathering tasty, wild berries from the plentiful forests.

3 You can also rent a cottage by a lake or in the archipelago and go fishing. When relaxing at the cottage with my family, we like to prepare our own sushi from the day's catch!



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The Hilding Anders logo consists of a stylized figure inside a circle, followed by the text "HILDING ANDERS" in bold, uppercase letters. Below it is the tagline "Giving the world a good night's sleep" in a smaller font.

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ELÄMÄNKUMPPANEITA TOSITARKOITUKSELLA

www.vepsalainen.com

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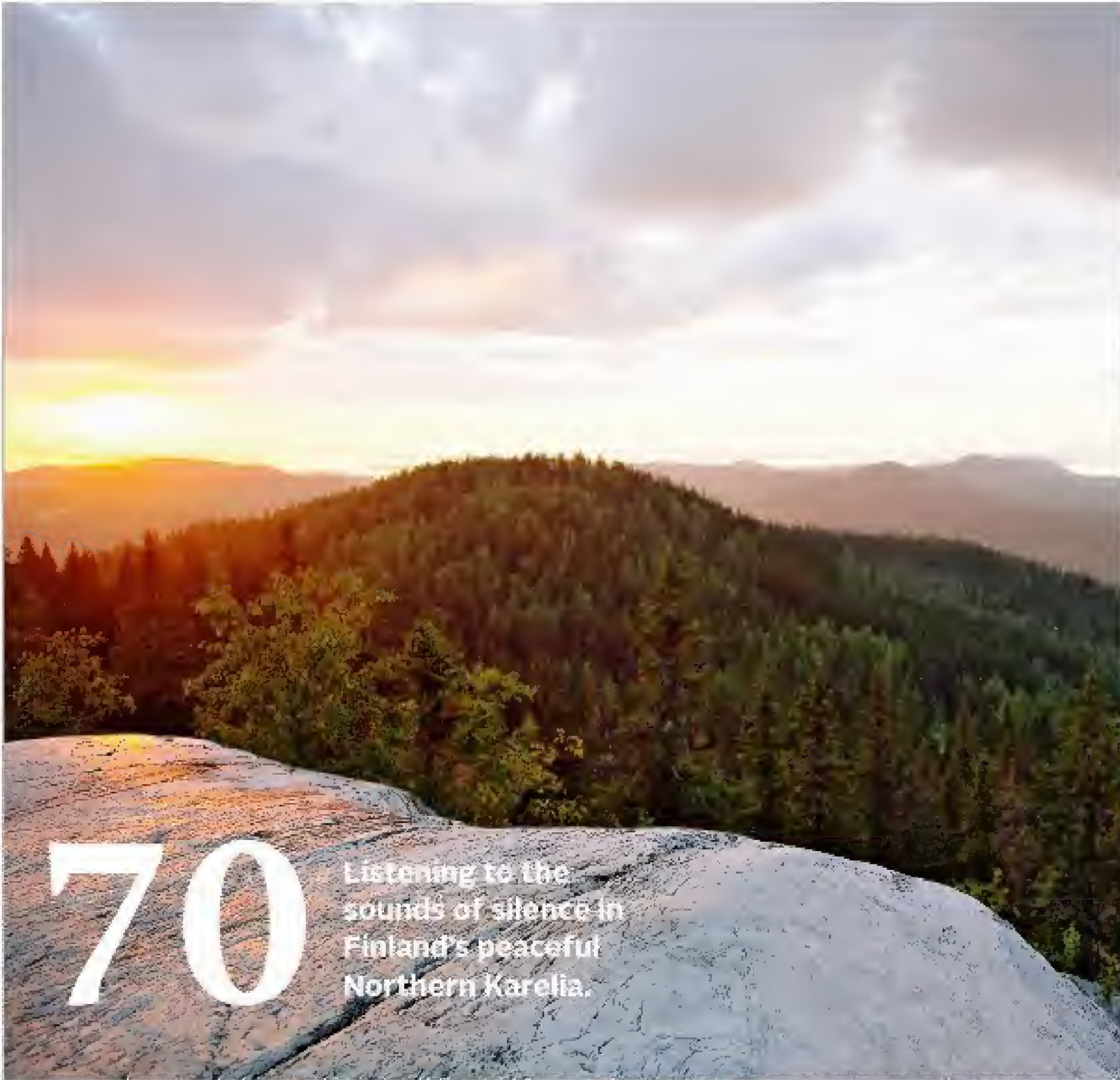
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FERE - Bulevardi 3 - Helsinki www.fere.fi

FERE



TRAVEL MOMENT

BY HEIDI ROSTÉN

THE BLUE MOUNTAINS

AN INDIGENOUS WOMAN works in the field in Villa Alota, a small village in the Altiplano region in south-eastern Bolivia.

This remote village at an altitude of 3,828 metres is a stopover for many people travelling to the salt flats of Salar de Uyuni.







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FEEDING THE PLANET

Milan makes a meal of Expo 2015

TEXT AND PHOTO BY TIM BIRD

FINE DINING in Lombardy's first city is the envy of the world, but the ambitious theme of Expo 2015 in Milan this summer is Feeding the Planet, not just the well heeled. In addition to a custom-built mini-city of national pavilions, Expo 2015 will comprise nine "cluster pavilions" bringing together countries under regional food themes such as spices, fruits and legumes, cereals and tubers, and coffee.

Feeding the world's 5 billion people in the face of climate change and a mushrooming population gives serious food for thought, but the city, whose many historical and cultural attractions appropriately include Da Vinci's *Last Supper*, is staging a mouth-watering world party as a backdrop for the main event. The programme includes media shows and competitions, with free performances in malls, libraries and even on the trams.

For edible souvenirs, head for the visual feast at Mercato Via Fauchè, and wind down with some late-night bar-hopping along the bustling Naviglio Grande canal.

Feeding the Planet, Energy for Life Expo Milano 2015, from May 1 to October 31.

wonderfulexpo2015.info



DID YOU KNOW?

Finnair flies nonstop to Toronto three times weekly starting in June.

COMPILED AND WRITTEN BY MIRVA LEMPIÄINEN



TORONTO IMAGE GALLERY/DANIELLE PETTI

Toronto's West Queen West district is home to hip boutique hotels, Graffiti-Alley and home-grown fashion labels.

HOTEL

Yanqi's second sun

IF THE BEIJING smog has you craving a real sunrise, just travel 60 kilometres north to Yanqi Lake and you're guaranteed to see at least one shining orb rising from its shores. Shaped like the sun, the exterior of the Sunrise Kempinski Hotel is covered in 10,000 glass panels that reflect the surrounding mountains and lake. Opened last November, the 21-floor five-star hotel has an entrance that looks like the mouth of a fish – a symbol of prosperity in Chinese culture. Rooms from €190.

kempinski.com



DESTINATION

Too cool Toronto

VOGUE HAS NAMED Toronto's West Queen West as the second hippest district in the world – and you won't get any argument from the growing legion of cool-hunters flocking to the buzzing Canadian metropolis, which welcomed its largest number of overseas visitors ever last year.

Known as a smaller, cleaner version of New York, multicultural Toronto was a particular favourite among Chinese visitors, who were the third largest tourist group for the first time in history.

"The world is continuing to take notice of Toronto's emergence as an exciting leisure travel and meetings hot spot," says **David Whitaker**, president and CEO of Tourism Toronto.

Other top markets included India (up 22 per cent), Japan (up 28 per cent) and

Germany (up 12 per cent). Toronto's hotel occupancy rate was 71.4 per cent, the highest of all major cities in Canada.

"There has never been a more exciting time to visit Toronto, with new attractions from the Queens Quay promenade and airport rail link to a summer-long line-up of festivals and events," says Whitaker.

As the city's popularity rises, so does the number of smartphone apps available for trend sniffers. *See Toronto* is a sight-seeing app that lists events, dining, attractions and shopping, while *Play Toronto!* helps you discover cool neighbourhoods through games. *Street Food Toronto* guides you to the best street grub, and *Art Gallery of Ontario* keeps you in the know about the city's art scene.

seetorontonow.com

GEAR

Fast fabulous focus

DON'T WE ALL HATE those blurry snaps of the perfect travel moment? Enter Sony's a6000 camera, one of the best-ever devices for capturing fleeting images in sharper-than-sharp detail.

Equipped with a high-resolution 24.3 MP image sensor, it boasts the world's fastest autofocus performance at 0.06 seconds. Available in black, silver and white, prices from €650.

sony.net



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Savonlinna's world-famous opera festival takes place July 3 to August 8. You can use your Finnair Plus points to purchase tickets.

COMPILED AND WRITTEN BY JORMA LEPPÄNEN



The winner of Inspired in Finland will be announced during the Savonlinna Opera Festival at the medieval Olavinlinna Castle.

CULTURE

Opera shaping the future

INSPIRED IN FINLAND, a three-year project launched by the Savonlinna Opera Festival, aims to unleash creativity, passion and dormant skills in Finland's future generation of change-makers.

"The Opera Festival sat down with nine top Finnish companies to discuss new models of sponsorship. Together we came up with the idea for a project that would inspire young people to create a better future for themselves," says **Pekka Koivunen**, project manager at the Savonlinna Opera Festival.

During the first year of the project, the sponsoring companies have been building a dialogue with students all around the country.

"We are currently organising a competition inviting young people to present their creative business ideas and skills, and at the same time challenge companies to think in new ways. The participants were asked in particular to

come up with fresh ideas for tackling the changing needs and challenges of the future. The winner will be announced during the Savonlinna Opera Festival on July 27," says Koivunen.

The competition has offered both students and businesses an unprecedented way to collaborate around the theme of creativity. Inspired in Finland has chosen "passion" as its theme for 2015.

"When you move from the creative idea to startup stage, passion becomes a key element. Without passion, there is no great business, and it would certainly be impossible to imagine opera without passion," says Koivunen.

The companies sponsoring the Inspired in Finland project are Accenture, Ahlström Capital, Andritz, Finnair, Fortum, Gasum, Ilmarinen, OP and Sanoma Media Finland.

operafestival.fi

Start-ups set to fly



SCOOL, a Finnish education technology start-up on a mission to bring the real world into the classroom, has raised nearly one million euros led by SanomaVentures. SCOOL has spun off two programmes designed to test evidence-based learning: Campus, a filmed event series and Dreamdo Schools that helps classes commit to student-led projects.

scool.fi



HEELOSOPHY, an innovative startup from Estonia, makes fashion fit your feet – no matter how high your heels. The company uses smart sensor insoles to measure your feet and walking patterns to make customised inserts for painless comfort.

heelosophy.net

MUSOPIA, a Finnish music startup, is soft launching a new application this spring, promising to combine sound and video in an unseen way. So far, all products by Musopia have been featured by Apple as "Best Apps."



musopia.fi/

Visionääri.

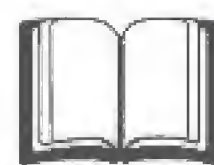
Täysin uusi Audi TT.

Tulevaisuus näyttää kirkkaalta, kiitos uuden Audi virtual cockpit -mittariston, joka on kehitetty yhteistyössä suomalaisyritys Rightwaren kanssa. Äärimmäisen tarkka, täysin digitaalinen 12,3" näyttö kokoaa kaiken ajamiseen liittyvän informaation juuri tilanteeseen sopivalla ja kuljettajan haluamalla tavalla. Näkymät vaihtelevat klassisista pyöreistä mittareista futuristisiin koko ruudun kokoiisiin karttoihin. Audi virtual cockpit on saatavana uusiin TT-, Q7- ja R8-malleihin, ja tullaan ennen pitkää näkemään kaikissa Audi-malleissa. Tutustu osoitteessa audi.fi



Teknistä etumatkaa





READING BREAK

Helsinki Airport's Kainuu lounge near gate 31 offers a Book Swap area for avid readers.

COMPILED AND WRITTEN BY ANDY KRUSE PHOTO BY JUHA SALMINEN

Story time

FINNISH CHILDREN'S BOOKS are currently seeing great success on the international market, with nearly 100 titles sold in 35 different languages every year, according to FILI, the Finnish Literature Exchange.

"One of the strengths of Finnish children's literature internationally is the tradition of storytelling, following in the footsteps of **Tove Jansson**," says literary agent **Elina Ahlbäck**.

Brought to life by Finland's world-class illustrators, these books are funny yet real-

istic, reflecting the independent, open-minded spirit of Finnish youth. Rather than teach specific lessons, they influence the young readers through real-life experiences.

"Although realistic, Finnish books are still magical. It's easier to address family problems or other difficult themes a child might encounter when you have fantasy on your side," says **Kaisa Kauhanen**, literary agent at Bonnier Rights Finland.

5 fresh Finnish favourites

MELODY FOREST: IN THE FOOTSTEPS OF JEAN SIBELIUS Walk in the footsteps of Jean Sibelius as seen through the eyes of his granddaughter and feel how the sounds of the forest provided inspiration for his magical symphonies.

Author/Illustrator: Katri Kirkkopelto, music CD by: Nazig Azezian and Jussi Makkonen, publisher: Lasten Keskus

THIS IS HELSINKI For a fun-filled tour of Finland's capital, join the beloved duo of Tatu and Patu on their wild ride through Helsinki's well-known sights. Authors/Illustrators: Aino Havukainen and Sami Toivonen, publisher: Otava Publishing Co. Ltd.

THE VIKINGS ARE COMING The renowned dog characters of Mauri Kunnas play out eight wild and wacky Viking tales that are punctuated by historical facts on the life of the legendary seafarers.

Author/Illustrator: Mauri Kunnas, publisher: Otava Publishing Co. Ltd.

GOOD NIGHT, ANOKHI! With a surprisingly accurate depiction of family home life, this story tells how a girl's trouble falling asleep ends up bringing her closer to her mother.

Author: Tove Appelgren, illustrator: Salla Savolainen, publisher: A&A Books, Tammi Publishers

DROPS OF LIFE A touching story of teamwork between animals, humans, and the elements of nature to overcome adversity and bring a message of respect for life.

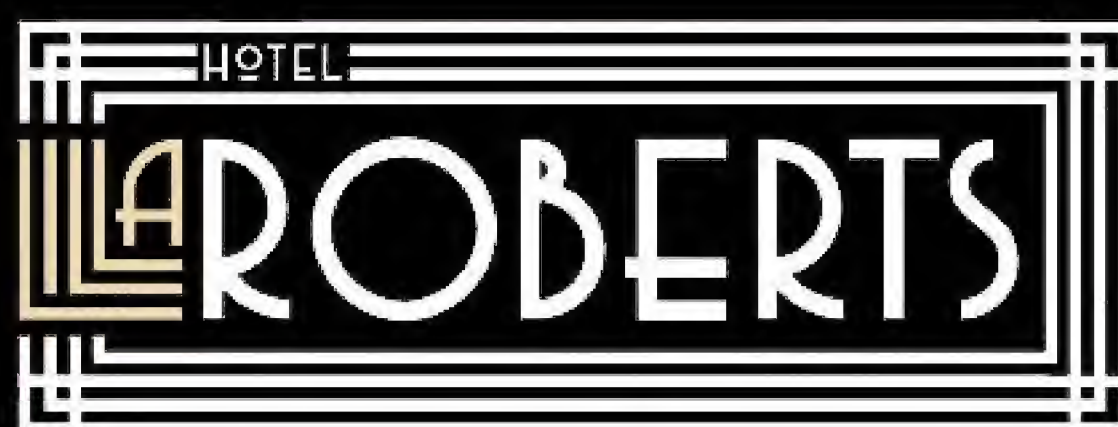
Author: Esko-Pekka Tiitinen, illustrator: Nikolai Tiitinen, publisher: Tammi Publishers





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CULINARY JOURNEYS

From April 29, Business Class passengers can enjoy Finnair's new signature menu by Kari Aihinen, Executive Chef de Cuisine at Restaurant Savoy, on long-haul flights. Read more on p.78.

COMPILED AND WRITTEN BY ANU PIIPPO

KRISTOF FISCHER



There are several Veganz stores in Germany, and now the chain can be found in Vienna and Prague, too.

What's cooking in Berlin?

ONE OF THE HOTTEST trends in Berlin is street food, says local culinary strategist **Patrick Neumann**.

The people of Berlin have been eating street food for decades. The currywurst *imbiss* (diner) and doner kebab joint are a local institution, starting off a tradition that has expanded into an eclectic mix of kitchens, cultures and events.

"Street food in Berlin is a sophisticated version of what you get in Asia," says Neumann. "Ethnic influences are very visible – for example go to Markthalle 9 (Eisenbahnstrasse 42/43) on Thursdays and see for yourself," says Neumann. And don't miss the "Street Food auf Achse" event at the Kulturbrauerei (Schönhauser Allee 36), which is held on 14 Sundays this year, says Neumann.



Patrick Neumann

ULFBUESCHLEB.COM

The city's love of local organic nosh has also led to a new culinary cool: vegan. In the German capital there's a vegan street fair and trade fair, cafés, snack shops and fast food places as well as gourmet restaurants (tip-berlin.de/vegan-essen). Naturally, the world's first vegan supermarket chain, Veganz, opened its first store in Berlin.

"Just go with the flow!" Neumann says.

TABLEWARE

The vanishing coffee cup

DREAMING OF A COFFEE CUP that is both biodegradable and reusable? Ecoffee cups – made of organic bamboo fibre in China – will biodegrade and return to nature at the end of their natural lifespan. Although recommended for liquid temperatures below 80 degrees Celsius, this nifty eco-innovation is machine-washable. Its



light weight also makes it the perfect travel companion.

(€10.95, Ruohonjuuri, Helsinki)

WINE

Lovely bubblies

Celebrate spring with some bubbly from Finnair's pre-order catalogue. The selection is regularly updated.



Nicolas Feuillatte, Palmes d'Or, Brut Vintage

Palmes d'Or is touted as a "powerful" champagne with a complex and distinguished structure. If you love a perky mix of Chardonnay and Pinot Noir, then this millésime is the perfect drop.

Origin: Champagne, France

Price: €110.00 (available for pre-order)



Pommery Grand Cru, Brut Vintage

New in the Finnair catalogue! This champagne is also a millésime, which means it is produced only when conditions are exceptionally fine during the growing season. It has been matured for three years in the underground cellars of Pommery.

Origin: Champagne, France

Price: €40.90 (available for pre-order)



Bottega, Prosecco Gold, Spumante, DOC, Brut

Prosecco Gold is made of handpicked grapes grown in the Valdobbiadene hills. The gilded bottle protects the wine from sunlight and adds luxurious touch, making it an excellent gift.

Origin: Veneto, Italy

Price: €18.90 (available for pre-order)

www.finnairshop.com

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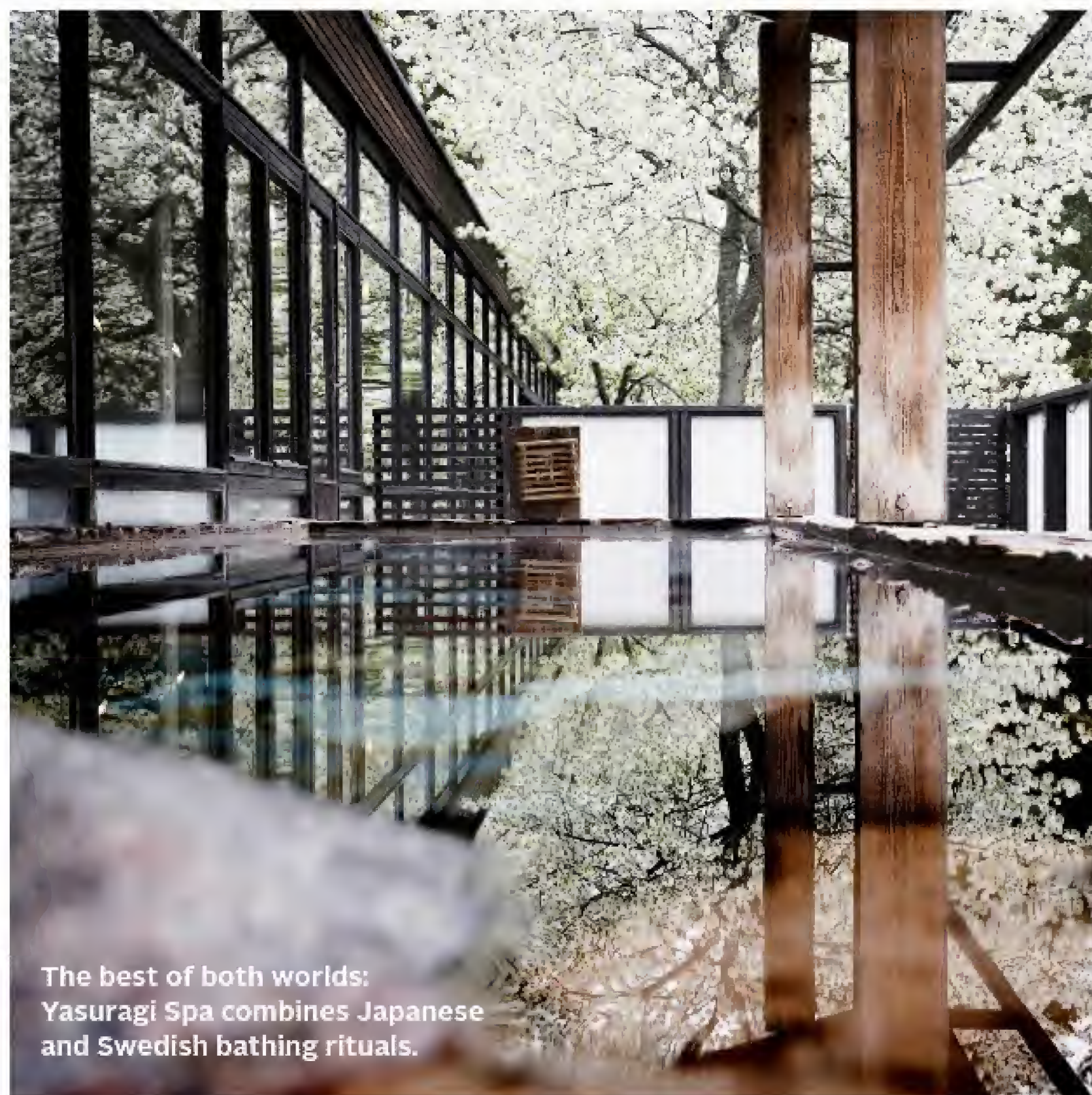
TAKEOFF WELLBEING



INFLIGHT WELLBEING

See page 81 for handy exercises that will keep you fit while flying.

COMPILED AND WRITTEN BY KATI HEIKINHEIMO



The best of both worlds: Yasuragi Spa combines Japanese and Swedish bathing rituals.

SPA

Islander Zen

THE STOCKHOLM ARCHIPELAGO

is known for its rugged beauty, but it's also home to the Japanese-inspired Yasuragi spa, which scooped the title of the Best Spa of the Year at the 2014 Swedish SpaStar Awards.

This former training centre-turned-spa hotel features an enthralling mixture of Japanese and Nordic wellness traditions complete with bath rituals, hot springs and sauna yoga. According to the SpaStar Awards jury, this spa is "like a Samurai Master, with [its] feet firmly on the grey archipelago cliff and a playful tinkle in [its] eye."

Faithful to its name, Yasuragi (Japanese for inner peace and harmony) aims to offer an exclusive experience for bodies and minds in need of revival. Energy levels can be restored via Zen meditation, a session with Tibetan singing bowls or a walk



through the authentic Japanese garden. The spa also has two restaurants, inviting guests to relish Japanese treats with a Swedish twist – or enjoy a typical Japanese meal, prepared on the spot by the table's own chef.

Just 20 minutes from downtown Stockholm, the spa has an age limit of 16, but during the summer there is a special programme available for families with kids.

yasuragi.se



Healthy pick-me-ups to go

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fruit purées are practical, travel-friendly mini-meals. All-organic and free from artificial additives, these natural delicacies are prepared with minimal heat in order to preserve the fruits' vitamins and rich flavours. Tip: Place the treats in the freezer and they'll soon turn into tasty sorbet!

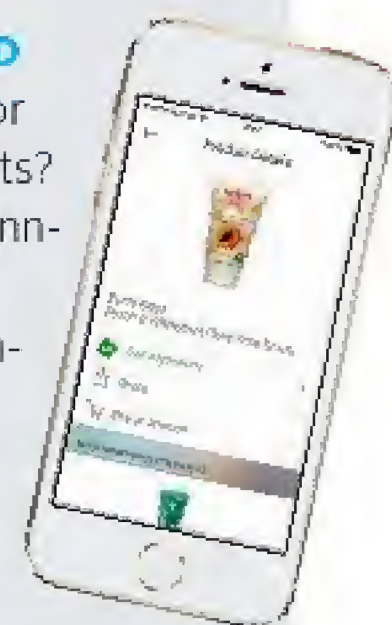
clearspring.co.uk

Beauty inside out

LOOKING TO AVOID

allergens, parabens or non-vegan ingredients? An award-winning Finnish app, CosmEthics, attempts to help conscious consumers choose the most suitable cosmetics products. Founded

in 2014 by **Katariina Rantanen**, CosmEthics has a broad database of product analyses that is constantly updated. Free for consumers, the app is available for iOS and Android in the EU area.



cosmethics.com



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Hyvä terveys



Pieniä terveystekoja vai reippaampi elämänmuutos? Kokeile ja onnistu! Katso tarjous osoitteesta hyvaterveys.fi/etutilaus.

TAKEOFF DESTINATION

COMPILED AND WRITTEN BY MARJA-LIISA KINTURI

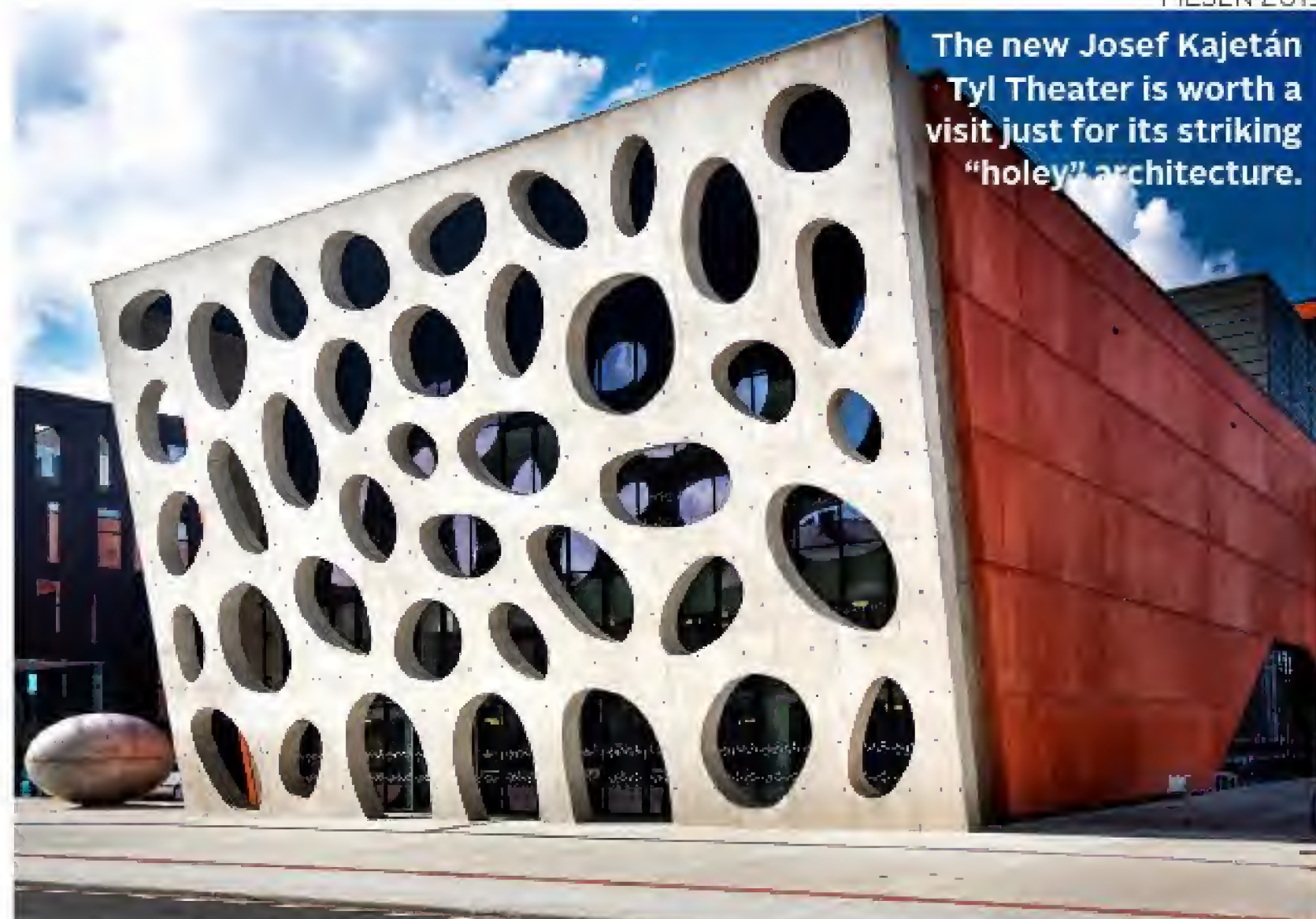


PILSEN CONNECTION

Finnair flies to Prague twice daily, from where Pilsen can be reached by train or bus in one and half hours.

PILSEN 2015

PILSEN 2015



The new Josef Kajetán Tyl Theater is worth a visit just for its striking "holey" architecture.



DESTINATION

Pilsen's cultural year

BEER IS WHAT SPRINGS to mind when most people think of Pilsen. But this year the golden nectar gives centre stage to other forms of culture as the famed Czech brewery town celebrates being European Capital of Culture.

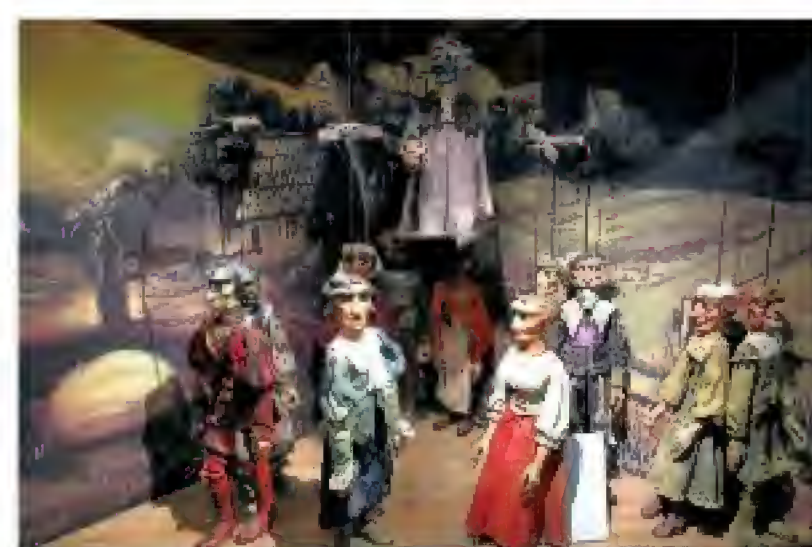
Lying 100 kilometres southwest of Prague, Pilsen is an ancient brewery town with a colourful beer-making history and an amazing labyrinth of underground tunnels dating back to the 14th century, many of which were once used for storing gigantic beer kegs. To explore the underground maze and the city's brewing heritage, a good place to start is the Beer Museum in the medieval town centre. Another hot-spot for beer-lovers is the Pilsner Urquell Brewery and Museum, which opens up many secrets hidden beneath the cobblestone streets.

The title of European Capital of Culture will bring a crowd-pleasing smorgasbord of cultural events to Pilsen this year. The festivities began in February with a vibrant light show, and the programme continues all year, peaking during the summer months. Highlights include the contemporary dance festival Tanec Praha (June

3–25), a multi-genre street festival Lively Street (July 13 – August 23) featuring music, theatre and dance, and Les Ballets Bubenicek, a playful and creative spectacle by acclaimed brother-duo Jiří and Otto Bubeníček (July 18–19).

European Capital of Culture 2015

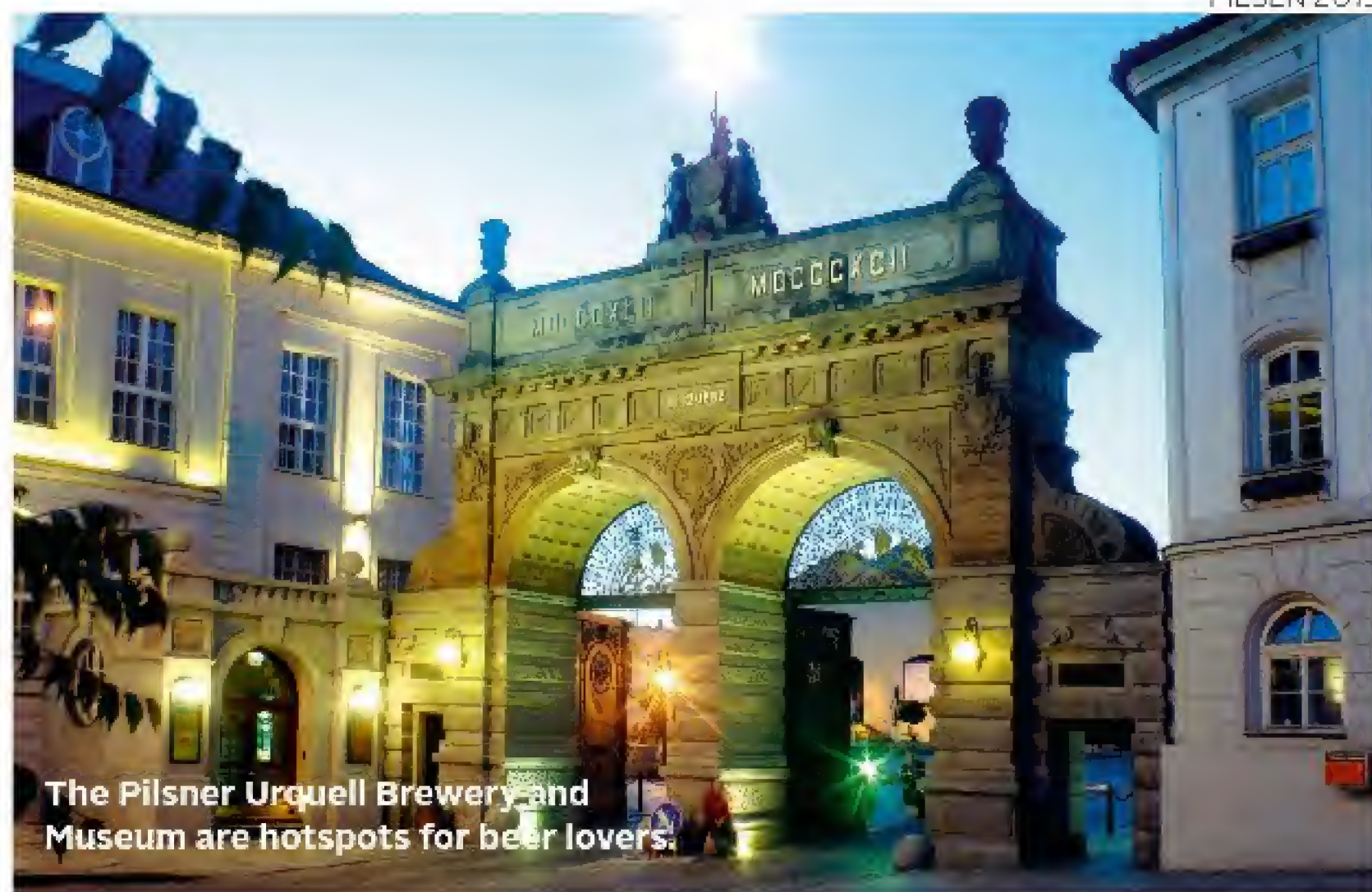
plzen2015.cz



MARJA-LIISA KINTURI

Pilsen's rich puppetry heritage is lovingly preserved in the local Puppet Museum.

PILSEN 2015



The Pilsner Urquell Brewery and Museum are hotspots for beer lovers.

AJA EDELLÄ. AJATTELE EDELLÄ.



OUTLANDER PHEV




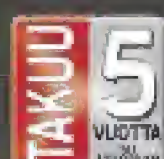
- Nelivetoinen ladattava hybridi
- CO₂-päästöt 44 g/km
- 5 vuoden takuu ja 5 vuoden tiepalvelu

Koe uusi urauurtava OUTLANDER PHEV -nelivetohybridi, joka tekee ekologisesta ajamisesta taas jännittävää. Se yhdistää tehokkaan suorituskyvyn ja tilavan ajonautinnon alhaisiin päästöihin ja juottaa ne saumattomaksi kokonaisuudeksi. Tuloksena on kiihkeä ja polttoainetehokas tulevaisuuden katumaasturi. Se on suunniteltu ajajille, jotka eivät tyydy tavanomaiseen.



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www.mitsubishi.fi  Mitsubishi Suomi



Outlander PHEV -malliston hinnat alkaen: autoveroton hinta 45 839,32 € + arvioitu autovero 4 155,68 € = kokonaishinta 49 995 €. CO₂-päästöt 44 g/km, EU-yhdistetty kulutus 1,9 l/100 km. Mitsubishi-henkilöautojen takuu 5 vuotta tai 100 000 kilometriä, kaksi ensimmäistä vuotta ilman kilometrirajaa. Mitsubishiin MAP-ajoturvapalvelu 5 vuodeksi veloituksetta. Kuvan auto erikoisvarustein.



GET CULTURED

Break away from everyday life and check out the arts offerings of Finnair Plus partners.

COMPILED AND WRITTEN BY MIRVA LEMPIÄINEN

CALENDAR

May events



DANCE PARADE

MAY 16

NEW YORK. The 9th Annual Dance Parade and Festival brings 10,000 performers in glitzy outfits to Broadway, where they will parade 75 styles from ballet to bhangra. The fun culminates in a DanceFest and free lessons in Tompkins Square Park.

Danceparade.com

MAY 14-15

ATHENS. The 19th Annual Economist Roundtable brings together the leading voices of Greece's new government, the business community, academia and global organisations. Get set for a hot debate on the financial future of Greece and the EU.

Economist.com/events-conferences/

MAY 14-17

BANGKOK. Discover "The Real Diving Hub of Asia" at the Thailand Travel & Dive Expo (TDEX). The 2004-founded expo promotes the country's underwater beauty to a mix of scuba diving schools, industry professionals, travellers and water sports fans.

Thailanddiveexpo.com

ISTOCKPHOTO



The MKM Museum Küppersmühle presents Chinese paintings as part of the CHINA 8 exhibition.



RUHRKUNSTMUSEEN

DÜSSELDORF AND THE RUHR REGION

Art by CHINA 8

MAY 15 – SEPT 13

Germany's largest-ever exhibition of Chinese art features nine museums in eight cities along the River Rhine presenting the work of 120 artists. Each museum features one art form, be it sculpture, calligraphy or Chinese Surrealism. The NRW-Forum museum in Düsseldorf will host the launch party of CHINA 8, with Finnair as an exclusive partner.

China8.de/en



PEKKA ELOMAA



VIENNA

The 60th Eurovision

MAY 19-23

The hunt for the next "European Idol" is on again, with the 60th Eurovision Song Contest finals to be broadcast live from Austria on May 23. Two semi-finals will take place in Vienna on May 19 and 21. Altogether 40 countries are competing this year. Finland's punk band PKN will be vying for victory.

Eurovision.tv

www.**unikulma**.com
Your Best Dreams

Sweet prosperous dreams

The secret to success in every area of life is restorative sleep in a high-quality, custom-made bed.

Getting a good night's rest is one of the keys to wellbeing. And well-rested people tend to be more productive and successful than those who haven't gotten their zizz.

"As hotel guests on average spend over 70 per cent of their stay relaxing or sleeping, we want to offer them optimum opportunities for rest. That's why we have the best beds available, which are customised and handmade by Unikulma," says **Roni Saari**, General Manager of Hotel Haven, an exclusive five-star boutique hotel in Helsinki.

Around the world frequent travellers rank high-quality hotel beds as the most important aspect of their hotel stays.

"We receive very positive feedback from all our customers. Hotel clients admire our beds and tell us that they have never slept better," says **Heli Savikko**, Unikulma's project manager.

Although Unikulma's UnikHotel collection has been developed for contemporary accommodation services, the hotel beds are also available for home purchase – so every night can be a Unikulma dream.

*Unikulma Showroom Helsinki, Erottajankatu 19
+358 40 585 6029.*

THE POWER OF SLEEP

Highly successful people prioritise sleep because it repairs brain cells, relieves stress, fights illness, and leads to longevity.

3 tips for a luxurious sleep

- Invest in a top-quality bed that's customised for your needs.
- Make your bed a relaxation zone by leaving your worries outside the bedroom door.
- Fresh linens facilitate sweet dreams. Air your bedroom and sheets and blankets regularly.



AIRPORT NAPPING

Newly launched GoSleep seats provide an innovative solution for a short rest while waiting for a flight at Helsinki Airport. GoSleep seats are at Gates 38 and 18.

LAURA IISALO

Curator Suvi Saloniemi
at Design Museum's
Marimekko archives.



DESIGN

All about Finnish fashion

FASHION HAS a tendency to reflect the on-going societal and cultural changes. That was the founding idea of the forthcoming exhibition at the Helsinki Design Museum titled *An Anthology of Finnish Fashion*.

"We wanted to find out what Finnish fashion is and why it looks the way it does," says **Suvi Saloniemi**, chief curator of the museum.

The exhibition will showcase contemporary Finnish fashion designers, including **Sasu Kauppi**, **Satu Maaranen** and **Sophie Sälkäri**, together with garments from the post-war era until recent times – but not in chronological order. Instead the display is divided into nine different themes including equality, winter, folk, modernism, millennium and four others.

"The word 'anthology' means an assortment of flowers in Greek, and that's what we have put together; different phenom-

ena that have shaped the way Finnish fashion was and is," Saloniemi says.

She has been working together with what she calls her "dream team": writer, photographer and guest curator **Liisa Jokinen**, known for her involvement in contemporary fashion, and designer **Linda Bergroth**, who is creating the exhibition architecture. The results of their collaboration are revealed in June when the exhibition opens. Those wanting to get a sneak preview can head to an annual event titled *Pre Helsinki* – another celebration of local fashion talent.

An Anthology of Finnish Fashion exhibition runs from June 5 until September 20 at the Helsinki Design Museum. Pre Helsinki is on from May 20–24.

designmuseum.fi

prehelsinki.fi

HELSINKI

May events

ALA ARCHITECTS & VIZARCH



UNTIL MAY 17

SUOMI SEVEN exhibition showcases works of seven emerging architectural firms from Finland at the Museum of Architecture in Helsinki.

mfa.fi



CANTORES MINORES

MAY 10

CANTORES MINORES, Finland's oldest boys' choir, will sing a tribute to all mothers during their traditional Mothers' Day concert in the historic Helsinki Cathedral.

cantoreshminores.fi



MARK WATSON

MAY 29

ACTION SPORTS entertainment tour Nitro Circus Moto Live is coming to Helsinki for the first time. The show features Travis Pastrana and 30 other motorsports stars from around the world.

nitrocircus.com

Events subject to change

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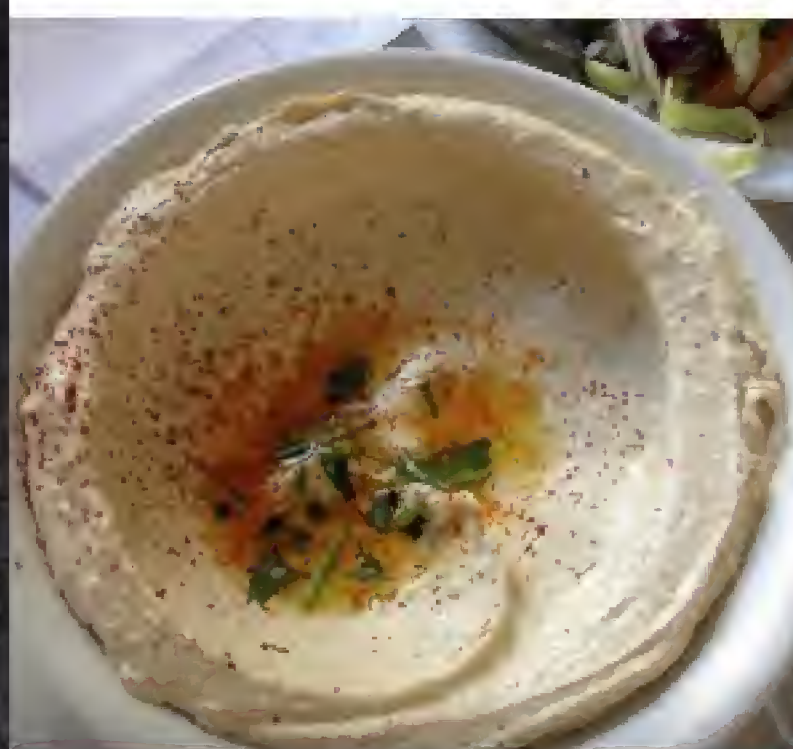
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DESTINATION
LAPLAND

CRUISING THROUGH THE ARCTIC

Experience the natural beauty of Lapland and the freedom of the open road in the comfort of a motorhome.

TEXT BY PÉTE BALDING PHOTOS BY HERNAN PATIÑO



*The jaw-dropping
scenery of Norway
near Tromsø.*



The Arctic Circle is the belt around the Maiden of Finland's waist.

Way back in the 1980s, long before the invention of Internet memes and hashtags, amusing aphorisms were printed on T-shirts or on bumper stickers. But many did go viral even by today's social media standards. In my suburban California neighbourhood, the good ones were memorised and repeated.

One of my favourites was: "You can live in your car, but you can't drive your house." In car-crazy California, this rang true for many, but for those lucky enough to own a motorhome, like my father, it was completely false because with a motorhome you could most certainly drive your house.

Within an hour or two we could completely change the view out our kitchen window from boring suburb to Alpine mountainside or ocean seafront, giant redwood grove or desert plain almost as easily as clicking a mouse. We were spoiled in California.

I was hooked. The incredible freedom of it, even if I had to go with my parents, was intoxicating. And in later years after my father died, my Finnish exchange-student wife and I would borrow the now rickety motorhome, drag my mother along if she could make it, and have some of the best vacations ever.

So when my friend, colleague, and fellow immigrant Hernan Patiño suggested we make a motorhome road trip from Helsinki, my current hometown at the southern end of Finland, to Tromsø in the very north of Norway, a distance of nearly 1500 kilometres, I was very tempted.



There's plenty of storage space for bikes and other outdoor equipment.



Space may be at a premium, but the motorhome had all the mod cons.

LIKE FLUSHING THE TOILET

I had some trepidation, however. I remembered my father's gas-guzzling behemoth, and taking that monster cross-country with current European gas prices would cost the equivalent of a luxury cruise in the Mediterranean and probably produce as much climate-changing greenhouse gasses as the cruise liner. As my father used to say when putting his foot to the floor while overtaking a slow-moving semi, "It's just like flushing the toilet."

But after a little research and checking out some of the new models, the fuel costs of such a trip were very reasonable. Today's motorhomes are far more efficient and clean thanks to better engines and more aerodynamic designs, not to mention their size and weight. Hernan and I ended up with a Dethleffs Globe S which is substantially smaller than my father's old tank.

"You don't need to have experience of motorhomes beforehand. We'll give you a good introduction during the check-out." These reassuring words from **Tuukka Hietamäki** of Best Caravan, who provided our Globe S, calmed my nerves. Even though I had plenty of experience, it was years since I'd been behind the wheel of an oversized vehicle and never before in Europe. "They're as easy to drive as a normal car," he added when he sensed my apprehension.

PLENTY OF ELBOW ROOM

Even though it was a smaller and more agile model, it still had all the mod cons including a well-stocked

I was hooked. The incredible freedom of it, even if I had to go with my parents, was intoxicating.

kitchen, a dining table for four, a bathroom with a flush toilet and shower, two large beds with proper mattresses, and plenty of storage space. It was new and clean and everything worked not unlike a nice rental cottage. For someone who on previous Nordic adventures had lived out of a backpack and slept in a tent, it was incredible luxury.

Hernan had even higher expectations. When he took his first turn at washing dishes, with some prodding I might add, he looked at me perplexed and asked, "How do you do this?" He'd apparently just realised there wasn't a dishwasher.

At times it could feel quite cramped, too. More than once I wanted to elbow Hernan harder than I actually did when he blocked the aisle yet again, but



The Nordic countries have plenty of wide open spaces, unspoiled wilderness, and breath-taking scenery to satisfy even the most greedy nature addict.

after we'd parked, we normally had a front and backyard with more than enough elbow room.

In fact the surroundings were humongous even by western North America standards where we're used to big spaces and big scenery. This was the major reason, besides the romantic one of course, why I'd been willing to pull up stakes and move half way round the world. I have an addiction to feed, and the Nordic countries have plenty of wide open spaces, unspoiled wilderness, and breath-taking scenery to satisfy even the most greedy nature addict.

THE MAIDEN OF FINLAND

Finnish Lapland is especially sparsely populated. It has the largest uninterrupted expanses of wilderness in Western Europe, and with the exception of reindeer herders and occasional backpackers it's primarily devoid of people. After the virtually endless forests of southern and central Finland, occasionally interspersed with sizable lakes and smallish towns, the wild treeless fells of Lapland felt magical and otherworldly.

Finland is shaped a bit like a woman wearing a long dress made out of fir trees. Finns call her *Suomen Neito*, the maiden of Finland. Her head, neck, shoulders, and upraised arms (one arm, Petsamo, was lost to the Soviet Union in the Second World War) lie above the Arctic Circle. Her remaining arm, Käsivarsi (which literally means "arm" in Finnish), separates Norway and Sweden like she's breaking up a fight.

We stopped at Muonio, a small town that lies in the maiden's armpit close to the Swedish border. It was our last chance to stock up on food, drink, and fuel before driving the full length of the arm to Norway where prices on basically everything are so high that even Finns and Swedes, who are used to high prices, are shocked.

Fishermen on the mighty Tornio River that separates Finland and Sweden.

*The view out our
front door on
spectacular Som-
marøy, Norway.*





Reindeer will never break the speed limit, so pass with care.

We would overnight at Kilpisjärvi on the Finnish side of the border and enter Norway in the morning. I remembered it as little more than a wide spot in the road, but it had grown since my last visit. There's a supermarket and a gas station, and also new restaurants and a variety of new accommodations including luxury cottages on the lakeshore with stunning views of the snow-capped mountains in Sweden and Norway.

THE POOR MAN'S YACHT

We decided to splurge and pay to park at one of the newer resorts. We'd get hook-ups (water and electricity), access to restroom facilities, and we could if so inclined walk to the à la carte restaurant and dine in style. So far we'd been successful in avoiding people and timetables and were saving money, too, by relying on the motorhome's well-stocked stores of water, food, and battery power. Something that's hard to do when travelling by any other means besides private boats or yachts.

After checking in, I realised that motorhomes, however, do not have the same cachet as yachts. We'd been relegated to the rough end of the resort next to the highway and as far as possible from the lakeside villas. But we didn't care.

After some penne in marinara sauce prepared in our kitchen ("Forget the restaurant!" we agreed.) fresh bread and red wine, we were feeling pretty rich. I turned up the impressive sounding sound system streaming a mix of **Miles Davis**, **Bill Evans**, and **Dave**



"This was the jumping off point for arctic explorers, polar bear hunters, and whalers."



Brubeck and thought that you couldn't really buy a better feeling than this.

THE PARIS OF THE NORTH

Thinking of where I was, where I had just been, and where I was soon going to be helped my mood, too, and immediately upon crossing the Norwegian border I had further proof that the Nordic north is a true nature wonderland. Just like California, Norway has scenery that is so uplifting and so spectacular that it almost feels clichéd like a Hollywood set for a fantasy film. I had to pinch myself to make sure it was real.

"Tromsø is known as the Paris of the North," said **Katja Pettersen**, marketing manager of the Northern Norway Tourist Board. We met her in the spacious lobby of one of Tromsø's new hotels to get some advice. And to help prove her point, exhausted cyclists were stumbling in after completing the final stages of the Arctic Race of Norway. Like France they even host an annual bicycle tour.

What Norway gains in spectacular scenery, it loses in wilderness. The contrast is striking from the idyllic, almost mystical emptiness of Finnish Lapland to the surprisingly built-up and populated north of Norway. The infrastructure around Tromsø is impressive. Besides the many roads and bridges that link the island city to the mainland, there's also a labyrinth of tunnels so vast that subterranean roundabouts keep the traffic flowing.

"This was the jumping off point for arctic explorers, polar bear hunters, and whalers," said **Harald Bredrup**, the fifth generation CEO of the family-run Mack Brewery, the oldest and largest brewery this far north in the world. His ancestor started the business in Tromsø in 1877 with the hope that having easy access to weaker beer would discourage the rough and ready men from drinking so much hard booze. It was a success, and the brewery-owned Ølhallen, Tromsø's best pub since 1928, was the first place the explorers and whalers stopped on their return.

After I had a few samples from the 67 taps that line the wall behind the bar, it was our turn to start the return trip home. I gave the keys to Hernan. He could have the first stint behind the wheel.●

The roads are well marked and well maintained throughout the Nordic countries.

TIPS FOR A MOTORHOME ROAD TRIP

WHEN TO GO: July is the traditional summer vacation month in the Nordic countries, but roads are clear and services available from mid-June to late September.

WHERE TO STAY: The beauty of travelling by motorhome is that you're your own boss. Timetables and itineraries can be tossed out the window. All you need is a good map and/or GPS. There are dozens of camping sites, vacation resorts, and holiday villages throughout the Nordic countries, and rarely do they require reservations. If one happens to be full or unsatisfactory, there's always another just down the road. The Camping Key Europe card is good to have. For €16 it quickly pays for itself in discounts and other benefits such as insurance coverage.

See Camping.fi, Camping.no, and Camping.se for more information.

HOW TO RENT A MOTORHOME: If you want to arrange your rental before your arrival, check out McRent.eu. They make it easy to arrange everything with just a few clicks. According to **Tuukka Hietamäki**, the rental station manager for McRent Finland, "At Best Caravan in Hyvinkää [about a half hour from the Helsinki-Vantaa Airport] we have over 20 brand new motorhomes from the quality German brand Dethleffs. The price includes full insurance valid in all European countries, two bottles of propane, unlimited kilometres, and the wide service network of Fiat. The motorhomes are for 2 to 6 people and they all have a maximum weight of 3500 kg, so you can drive them with a regular driving license." You can reach Tuukka Hietamäki directly at rent@bestcaravan.fi.



BEHIND THE SCENES

Pete Balding

Pete Balding is a Helsinki-based writer and teacher born and raised in California. He's an avid outdoorsman who's inspired by the wild beauty of nature.



Hernan Patiño

Hernan Patiño is a freelance photographer born in Colombia and living in Helsinki with his family. His projects have taken him to different lands and seas, including a book and documentary film about belugas in Solovetski and the White Sea.

TOP5

Paris' perfect pools



CDG

Finnair flies to
Paris 5 times a day.
finnair.com

1 **MAGICAL MOLITOR**
Where Tarzan icon Johnny Weissmuller worked as a life-guard, the modern bikini was launched and the star of *Life of Pi* got his name, this recreated art deco masterpiece was reopened in 2014 after an €80 million rebuilding project. Its new incarnation includes indoor and outdoor pools, a 124-room hotel, Clarins spa and rooftop terrace with Eiffel Tower view and entrance fee to match. Expect a playful mood – a Rolls Royce formerly belonging to Eric Cantona stands beside the outdoor pool.
Molitor, 2 Avenue de la Porte Molitor

Parisians take their swimming almost as seriously as their dining, with stylish pools offering delightful dips. Etiquette is everything; when in Paris, do as the locals do.

TEXT BY SIMON FRY

2 SWIMMING SHOWGIRL

Swim on the Seine – on a barge! Josephine Baker swimming pool offers a memorable, slightly surreal experience with bateau boats and coal-laden freight vessels passing alongside at eye level. Numerous windows let in plentiful light (the feel is almost of swimming outdoors) with the barge's eye-catching metal beams lending a sci-fi art deco look. The transparent ceiling is removed come summer. Intimate and understandably popular – be prepared to queue at busy times.

Piscine Josephine Baker, Quai François Mauriac

MARC BERTRAND / PARIS TOURIST OFFICE



3 POOL PURITY

If swimming is your religion, Butte-aux-Cailles is your church. Opened in 1924, its redbrick exterior celebrates art nouveau neatly. Within, white walls and an arched ceiling give this *piscine* a pristine feel with its serene, tiled changing cubicles lending a cloistered air. Formerly filled from an underground spring (which still serves the drinking fountain outside where locals fill mineral water bottles,) its outdoor pools are open in the summer. Be ready to look after your locker key.

Butte-aux-Cailles, 5, place Paul Verlaine

MAIRIE DE PARIS/GERARD SANZ



MAIRIE DE PARIS/DEBORAH LESAGE

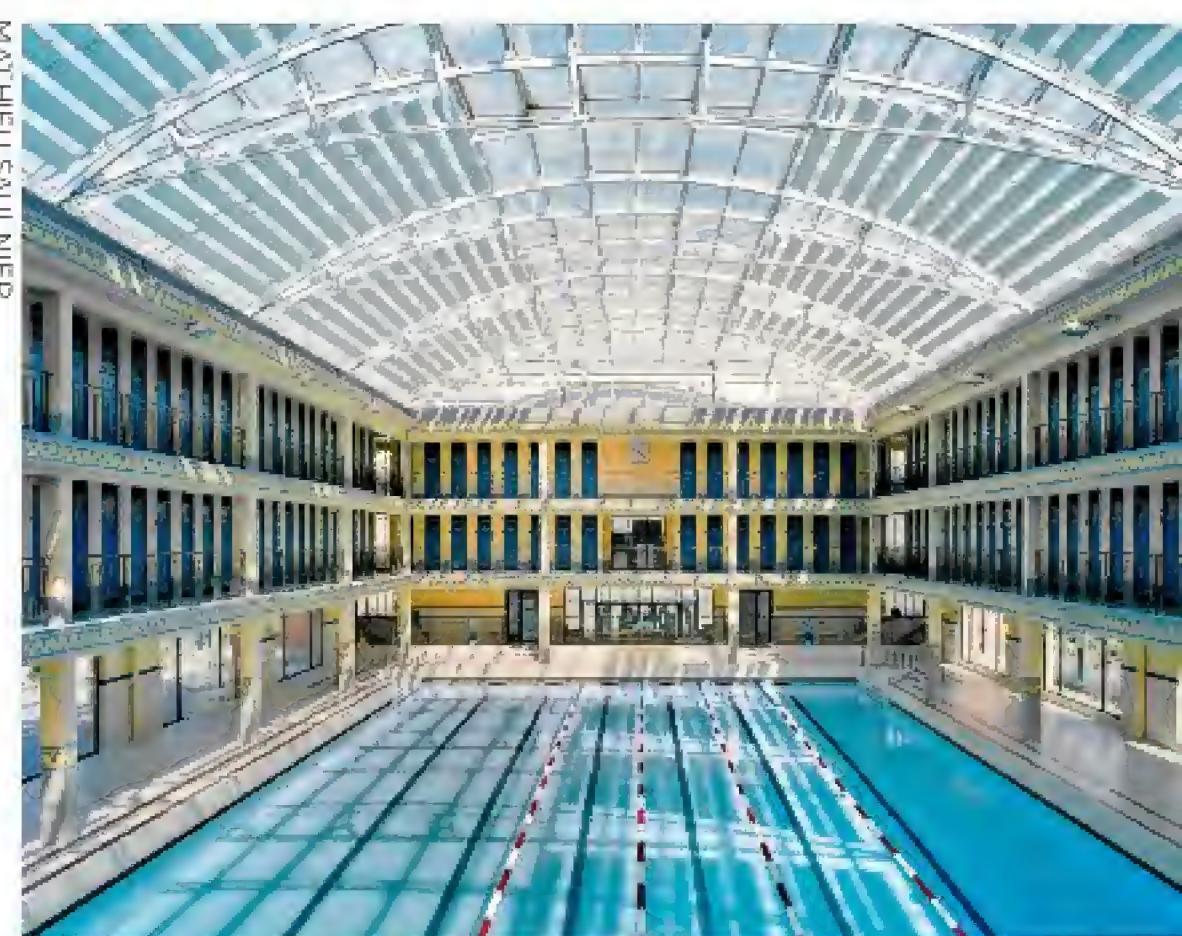


4 SUBLIME PONTOISE

Visitors get their own cubicle, tended by a cabinier, at this historical monument where swimming until midnight is accompanied by classical music and dimmed lighting. Open continuously since 1933, Pontoise featured in arthouse classic *Three Colours: Blue* and its stunning surroundings offer aesthetic beauty enough to rival The Louvre. Amid such splendour, a trip to the pool becomes an immersion in the arts – a Paris must-do. Gym, cardio and squash also onsite.

Piscine Pontoise, 19, rue de Pontoise

MATHIEU SAUNIER



5 CRUISE CONTROL

Designed by architect Lucien Pollet (as were Pontoise and the original Piscine Molitor,) Pailleron's swimmers can be forgiven for thinking they are on an ocean liner, with cubicles rising to a spectacularly visible sky. This centre, complete with ice-rink, opened in 1933 but its pools were closed between 1990 and 2006 and it was registered as a historical monument in 1998. Today, ornate railings lead into the water and blue and yellow tiles evoke sea and sand with this breathtaking space at its most magnificent on sunny days.

Pailleron, 32 rue Edouard Pailleron

Tango and herring



Some 20 years ago, traditional Finnish cuisine became fashionable again and began making its way into chic restaurants. Suddenly pan-fried herring fillets with mashed potato – previously snubbed as too local and too non-urban – became cool “concept food.”

Now something similar is happening with the Finnish tango.

In the '50s, when it first gained a foothold in Finnish culture, tango was popular in open-air dance pavilions and urban dancehalls, often populated by working class folk who had migrated to the city from various parts of Finland.

From my childhood in Helsinki, I can remember seeing signs on restaurants advertising “lunchtime dances” in the middle of the day.

While many popular tangos were translated cover songs, a large part of the tango repertoire was domestic in origin. Being a popular genre for the masses, tango was not expected to generate any highbrow interest – it was “the poor man’s alternative to psychotherapy,” as described by the late film historian Peter von Bagh (1943–2014), one the first scholars to analyse the Finnish tango as a fascinating chapter in our cultural history. Brazenly sentimental and steeped in the musty fragrance of dancehalls, it was the perfect fusion of the banal and the sublime: “I love

you, I miss you, I can’t live without you!” – all of which is far easier to sing than to actually utter.

As we celebrate the 100th anniversary of the great maestro of Finnish tango, Olavi Virta (1915–2014), tango again finds itself in the limelight, loved particularly by the Finnish hipster crowd. Concerts celebrating Olavi Virta and Finnish tango are more popular than ever. Tango dancers can choose between the Argentinian and Finnish style, but the younger crowd prefers “*swedufoxx*,” which provides all the intimacy of a passionate tango without the complicated steps. Originally a rural Swedish dance, it suits any kind of slow

music. If you want to take this urban intimacy further onto the wild side, try *dirty foxx* and snuggle up even closer to your partner.

AS WE CELEBRATE THE 100TH ANNIVERSARY OF OLAVI VIRTÄ, TANGO FINDS ITSELF IN THE LIMELIGHT AGAIN.

Everyone needs the occasional steamy tango and fried herring for lunch. In the detached, non-emotional age we are living in, romantic genres and beautiful illusions have taken a back seat to critical analysis. But everything has its time and place – even unexpected intimacy in a foreign city. Welcome to Finland: a romance might be closer than you think.

TIINA ROSENBERG is the rector of the University of the Arts in Helsinki for the 2013–2017 term, and currently on leave from her professorship at the University of Stockholm. Her research has focused on feminist theatre, performance studies, feminist theory, gender and sexuality, and critical theory.

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Hair loss can be a nightmare for both men and women. It can make you look less attractive, and also lead to disadvantages within your career and limit you in your partner choice. It can lead to depression, loss and self-confidence and even identity change.

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"Your hair will look much bigger; it becomes heavier and thicker. You maintain your healthy hair", says biochemist Dr. Thomas Whitfield.

Hair treatments often promise a lot without delivering, but TRX2 is backed by cutting-edge science and has been thoroughly tested. According to a study, TRX2 works for 87% of men and women.

The results can be impressive - the average hair thickness increases 22.5% after nine months and 38.7% after 18 months. Start TRX2 as early as possible in order to increase the chances of fully regaining your hair.



SAY GOODBYE TO HAIR LOSS

How a new pill can boost your hair and self-confidence

TRX2 is suitable for men and women of all ages. The crystalline white capsules come in a brown glass bottle, which is sufficient for one month of treatment and costs approximately €49. The manufacturer offers a money-back guarantee if ordered via TRX2's official website, and ships worldwide.

TRX2 is suitable for men and women of all ages. The crystalline white capsules come in a brown glass bottle, which is sufficient for one month of treatment and costs approximately €49. The manufacturer offers a money-back guarantee if ordered via TRX2's official website, and ships worldwide.

“

Your hair becomes much heavier and thicker. You maintain your healthy hair.

”



www.trx2.com, contact@trx2.com

Oxford BioLabs Ltd,
The Oxford Science Park, Oxford, UK

DESTINATION MILAN



MXP

Finnair flies to
Milan twice a day.
finnair.com

*Locals enjoy
aperitivo cocktails
and snacks in Milan's
Isola district.*

AFTER WORK
LIKE A LOCAL *in Milan*

Aperitivo is an Italy-wide evening ritual, and Milan is perhaps the place to enjoy a sundowner to build an appetite for dinner.

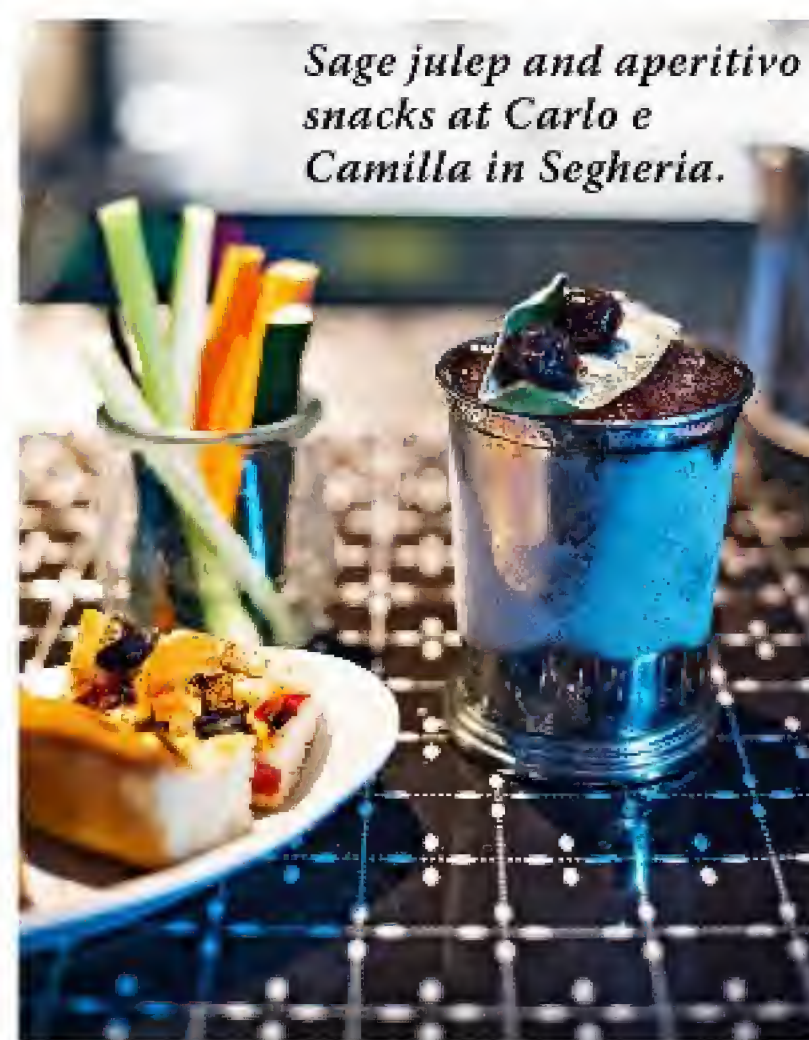
TEXT AND PHOTOS ANDREW TAYLOR



Richard Annunzio serves a virgin Bloody Mary at 10 Corso Como.



Ripa di Porta Ticinese street is lined with busy cafes and restaurants.



Sage julep and aperitivo snacks at Carlo e Camilla in Segheria.

There's a social buzz in the air as everyone sips their bright orange beverages in the bars, restaurants and terraces of Milan. The evening positively revolves around aperitivo, which locals affectionately call *rubitt*, or "precious little things."

"Aperitivo is the quintessential sunset experience, the best way to enjoy food, wine and cocktails after work," explains Milan-based food writer **Carlo Spinelli**.

The classic aperitivo drink is dry or bitter. Carlo recommends a spritz, americano, negroni or a martini, while you can never go wrong with a prosecco. The bright orange comes from the iconic Campari and Aperol liqueurs. Sanbitter and Crodino are good non-alcoholic options.

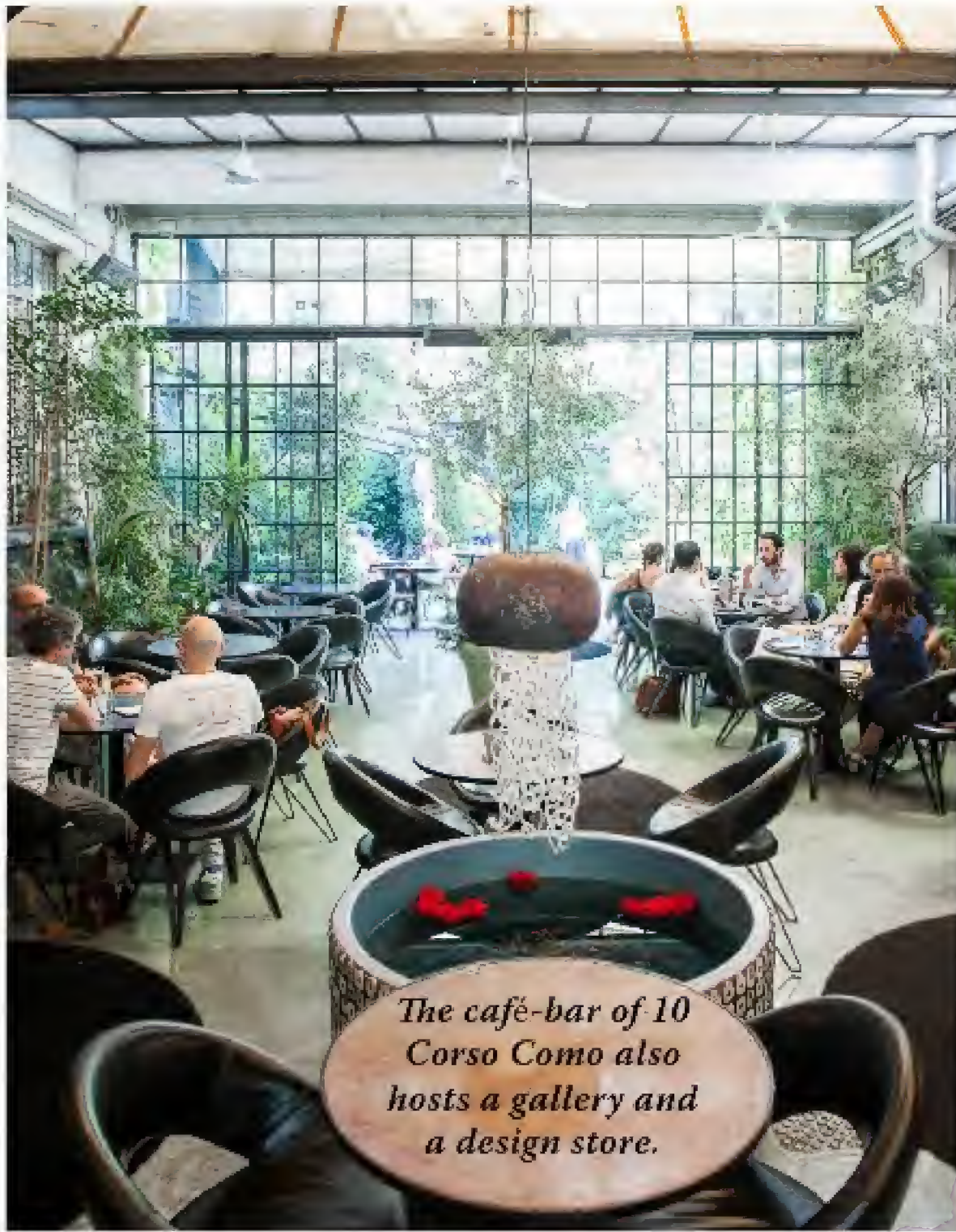
Food is usually included in the price. This ranges from simple bar snacks of olives, nuts and crisps to morsels of cheese and cold meats and even small plates of pizza and crostini (*aperitivo rinforzato*).

Occasionally you'll come across a table trembling under a lavish smorgasbord (*apericena*). Buffets are a modern addition developed to please hungry students and first jobbers, but purists argue that aperitivo shouldn't satisfy your appetite – that's what dinner is for.

"Aperitivo is best enjoyed as a simple experience," says **Filippo Sisti**, cocktail barman at Carlo e Camilla in Segheria. "All you need is a good cocktail and olives, bread and salami. Save the risotto for dinner," he says.

The smiling people with the orange drinks are obviously onto something. A tasty drink, a snack and a chat with an old or new friend is a great evening tonic. ●

Aperitivo is the quintessential sunset experience, the best way to enjoy food, wine and cocktails after work.



The café-bar of 10 Corso Como also hosts a gallery and a design store.



The hip bar and restaurant of Carlo e Camilla in Segheria is housed in a refurbished sawmill.

5 X GREAT APERITIVO IN MILAN

10 CORSO COMO

Hosting a gallery, design store, café, bar and restaurant, there's plenty to see and do here. The floral outside-inside garden café is a soothing place to enjoy your aperitivo, which includes crisps and nuts. Work up a thirst with an amble around the gallery, which focuses on photography, architecture and occasionally fashion. Also check out the fashion store and excellent art bookshop. Aperitivo €8–10, prosecco €10, cocktails €10+.

Corso Como 10

10corsocomo.com

CARLO E CAMILLA IN SEGHERIA

This hip, urbane bar and restaurant uniquely housed in a refurbished sawmill boasts a rugged-chic courtyard seating area. The theatre of mixology acted out by the skilled bartenders is a sight to behold. Aperitivo cocktails are modern and retro, with bartenders mixing pretty lines of sage juleps, Moscow mules and dark 'n' stormys. Aperitivo includes light snacks of bruschetta and vegetable sticks. Dress up a little. Cocktails and wines from €9.

Via G.Meda 24

carloecamillainsegheria.it

FRIDA

There's an easy-going bohemian vibe to this popular, buzzing bar in laid-back Isola, said to be a small town inside a city. Classic aperitivo drinks are available, plus the regular range of cocktails and a good range of wines. A well stocked buffet of rostini, salads and potato snacks is offered. Wines €4–5 euros, cocktails €6.50.

Via Pollaiuolo 3

fridaisola.it

NOTTINGHAM FOREST

This small, kooky bar specialises in molecular and explosive cocktail mixology, lovingly presented in their fantastical book of cocktails. The decorative artefacts and wood panelling create a peculiar voodoo atmosphere. The bar is renowned among locals and is often listed among of the world's best cocktails bars, so there's often a queue. Simple bar snacks are included. Cocktails from €12.

Viale Piave 1

nottingham-forest.com

RATANÀ

"Aperitivo con rubitt" served in this charming city villa restaurant from 6.30 pm is all about enjoying smart little dishes (€1–4) to accompany your drink, and later being seated and enjoying a full evening meal. Several little dishes are available, including gazpacho verde, carpaccio and mondegili meatballs. Drinks include spritz, beer and a wide selection of wines. Aperitivo drinks €5–10.

Via de Castilla 28

ratana.it

DESTINATION
CROATIA



Splendid Split

✦ The Croatian port of Split is a perfect base for savouring the delights of Dalmatian cuisine and island-hopping through the Adriatic archipelago to Dubrovnik.

TEXT BY FRAN WEAVER PHOTOS BY FRAN WEAVER AND VOJKO BAŠIĆ





The rugged mountains of the Dalmatian coast provide superb backdrops for water sports.

The clear blue waters of the sea lap alongside Split's broad Riva promenade, which is lined with palm-trees and chic cafés and bars. Croatia's lively second city is home to 200,000 inhabitants and has a fascinating history going back more than 2,000 years. Split has also recently become a place of pilgrimage for fans of the popular *Game of Thrones* fantasy series.

"Many of the show's scenes were shot inside the city's well preserved Roman remains, at Klis Castle overlooking Split, and in spectacular settings in Dubrovnik," explains local guide **Dino Ivančić**, who is an avid follower of the series himself.

"It's great that so many *Game of Thrones* fans come here to learn about the history of its real-life locations," he says. Several enterprising tour operators run day trips and even week-long tours taking in historic and scenic locations used during the filming of the hit series.

TREASURES FROM THE DISTANT PAST

The old city centre bustles with life, but is still compact and easy to explore. Holiday-makers should have no trouble fitting in with the local lifestyle: "People

from Split and other parts of Dalmatia are famously proud, but we're also known for a special attitude called *faka* that lets us enjoy lazing around and chilling out on hot summer days," explains Ivančić.

As a former history teacher, Ivančić is particularly proud of his city's well-preserved ancient monuments. "The most important Split personality in our history is the Roman emperor **Diocletian**, who had a huge palace built here in the 3rd century AD as his retirement home," he says.

Many of the palace's walls, towers and courtyards survived intact as the medieval and modern city grew around them. Ivančić explains how the mausoleum of the ruthlessly anti-Christian Diocletian was ironically converted to a cathedral back in the 7th century. The round vestibule where the emperor put on his robes today echoes to harmonious Dalmatian *klapa* songs performed for visitors by male choirs.

Another impressive site in Split's suburbs is the Roman ruins of Salona, which date back to the 1st

Split has recently become a place of pilgrimage for fans of Game of Thrones fantasy series.



The 15th-century Kamerlengo Fortress in Trogir is used as a venue for cultural performances each summer.



Rosemary and other locally grown herbs add savour to Dalmatian dishes.



Krka National Park makes a great day-trip from Split.



The waters of the Adriatic are amazingly clear and inviting.



Energetic visitors can rent a bike in Split and explore the green hills of nearby Marjan Peninsula.



On the Dalmatian islands walkers can discover ancient chapels and monasteries in remote locations.



The harbourside town of Hvar has been described as Croatia's San Tropez.



The window of this house in an abandoned village on the island of Hvar offers a picturesque view of a limestone gorge.

century AD. Other fine destinations for outings on the mainland north of Split include the old town of Trogir, surrounded by high walls, moats and sea channels; historic Šibenik with its ornate St James's Cathedral; and the cascading falls, lovely lakes and scenic canyons of Krka National Park. Some of Krka's most photogenic spots have also featured as backdrops for *Game of Thrones* action in natural settings.

ISLAND ESCAPES

Split is also the best starting point for Adriatic adventures. Catamarans and car ferries regularly head off to the main islands of the Dalmatian archipelago, making it easy to explore the island-dotted sea southward all the way to the enchanting walled city of Dubrovnik.

Brač, less than an hour from Split, is the largest of the Dalmatian islands. Its highest point, St Vitus's Mount, offers breath-taking views. Locals are proud that limestone quarried here was used to build the White House in Washington. Brač's best loved beach, Zlatni Rat (The Golden Horn), is a spit of sand and shingle that juts out into the sea west of the pretty village of Bol, slowly shifting its shape depending on the sea currents.

The next island to the south, long and narrow Hvar, is famed for its hillside olive groves, fields of scented lavender, and lacemaking traditions. Hvar town is improbably picturesque with its old square, two castles and a blue bay where traditional fishing boats bob alongside luxury yachts. Hvar's lively nightlife and A-list celebrity visitors have earned it a reputation as Croatia's San Tropez, but the island still has many quiet coves for peace-loving visitors.

Korčula is another elongated island surrounded by cool blue waters. Its pine-clad hills alternate with valley vineyards that produce highly rated wines. Reputedly the birthplace of 13th-century Venetian travel writer **Marco Polo**, the peninsular old town of Korčula is a joy to explore by walking its walls and stepped alleys.

SPECTACULAR DUBROVNIK

Heading back to the mainland, historic Dubrovnik is justifiably renowned as the Pearl of the Adriatic. Anyone with a head for heights should circuit the walls, ramparts and turrets that loom over the heart of the old city. It's also worth hopping on the ferry to the attractive wooded island of Lokrum, and venturing up by cable car to get stunning views over the city and the islands from Mount Srđ. A museum in the castle on the hilltop commemorates the tragic and devastating siege of Dubrovnik



The forbidding fortress of Bokar in Dubrovnik has often featured in the Game of Thrones fantasy series as the King's Landing.

that took place in 1991–92 during the bloody breakup of Yugoslavia.

In July and August downtown Dubrovnik and other Dalmatian hot spots may teem with tourists, but there are still plenty of peaceful places to escape to on the islands. During May and June the sights are usually less swamped. In autumn the sea stays warm into October, making conditions pleasant for visitors from more northerly climes.

A SAILOR'S PARADISE

Split and the islands are particularly a mecca for lovers of water sports from swimming, diving and sea-kayaking to trendy pursuits like stand up paddling, windsurfing, kiteboarding and paragliding. On speedboat excursions from Split visitors can discover hidden beaches and blue caves. But most of all, Dalmatia has ideal settings for those keen to voyage by wind power.

This spring's international Adriatic Easter Regatta was based at Hvar. "These waters are perfect for sailing, as we have reliable winds and so many beautiful routes to explore. This might be why Croatia has more Olympic medals in sailing than in any other sport!" says regatta coordinator **Sonja Ničević**.

Croatia has 1,244 inviting islands, of which only 66 are inhabited, so there are countless secluded havens for picnics and overnight moorings.

Croatia has 1,244 inviting islands, of which only 66 are inhabited.

"One good way for visitors to experience sailing here is to sign up for a week long sailing course," says Ničević, who also runs the Ana Adriatic Sailing Academy north of Split. "Sailors with an internationally recognised skipper's licence can hire yachts from various marinas, or then groups keen to sail together can charter a sailboat with a skipper for a week," she adds.

Chartered sailboat skippers advise their paying crews on the best routes to explore, depending on their interests and the weather conditions. They allow all hands to muck in with the sailing work according to their abilities and enthusiasm. Crew members are also permitted to adopt the Dalmatian *fjaka* attitude and just laze around on deck in the sunshine and enjoy the seascapes.



SPU

As of May 5,
Finnair flies to
Split twice a week
and to Dubrovnik
three times a week.
finnair.com

THE HIGHLIGHTS of the Dalmatian summer for party animals will be the Ultra Europe electronic dance music festival in Split (July 10–12) and its sister Ultra Beach festival on the island of Hvar (July 14). The Dubrovnik Summer Festival (July 10–Aug 25) features top notch classical music, theatre and dance.

DALMATIAN DELICACIES

DALMATIAN CUISINE clearly reflects the cultural influences of the many foreign powers that have ruled the region over the centuries. “On the same menu you can see Greek-style salads with olives and cheese, Mediterranean seafood with a Venetian-Italian flavour, Croatian kebabs called *Čevapčići* with a Turkish touch, Hungarian *Gulaš*, and Austrian *strudel*,” explains **Dinko Bašić**, who runs Split’s Varoš Konoba tavern. “Our food varies a lot seasonally as we always use fresh ingredients bought from local fishermen and farmers’ markets,” he adds.

Split specialities include sardines, anchovies, black risotto cooked in cuttlefish ink (much tastier than it looks!), and *peka* meat casseroles baked under charcoal in a fireplace beneath a dome-shaped iron lid. Varoš Konoba also serves the local favourite *Pašticada*, which consists of stuffed veal cutlets lovingly marinated in wine, spices and fruit, and served with gnocchi pasta.

The most typical Dalmatian dessert is *Rožata*, a richly flavoured crème caramel. Banana Split does not feature on the menu.

Hrvoje Tomićić, chef at the Hvar tavern Kod Kapetana (Captain’s Corner), explains that islanders are even more dependent on what local fishermen can catch. “For an introduction to our cuisine I’d recommend octopus salad, shrimps braised in wine and olive oil, and then John Dory fish grilled on wood,” he says.

These tasty treats can all be washed down with excellent and seriously underrated Dalmatian wines such as white Pošip from Korčula or red Plavac.





TOP SPLIT LODGINGS

- For a splendid splurge in Split, the boutique **Hotel Vestibul Palace** (Ulica Iza Vestibula 4), right in the Roman quarter, is unbeatable. Some of the hotel's walls and structures are 1,700 years old, but its facilities are 21st century.
- With an ambience dating back to the age of Austro-Hungarian rule, the grand old **Hotel Bellevue** (Bana Josipa Jelacica 2) lies on charming Republike Square, modelled on St Mark's Square in Venice.
- The stylishly modernised **Hotel Luxe** (Ulica kralja Zvonimira 6) makes a handy base for exploring Split and surroundings, just a short stroll from both the old town and ferries to the islands.



BEHIND THE SCENES

Fran Weaver

Fran is a freelance journalist happily based in Finland, but always ready for adventures in other parts of the world.



ARCTIC
LIGHT
HOTEL

The Arctic Light Hotel is a new boutique hotel opening in April 2015 in Rovaniemi, Lapland. The family-owned hotel will be an urban hideaway with a unique blend of Lappish heritage and contemporary style.

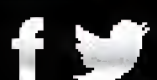
Focusing on supreme comfort in the Arctic Circle, it will feature 57 spacious and individually designed rooms. The local flavours are expertly created in the Arctic Boulevard restaurant – which has a heated, glass winter garden.

See the Light.

THE BREAKFAST
Designed by TV chef
Sara La Fountain.



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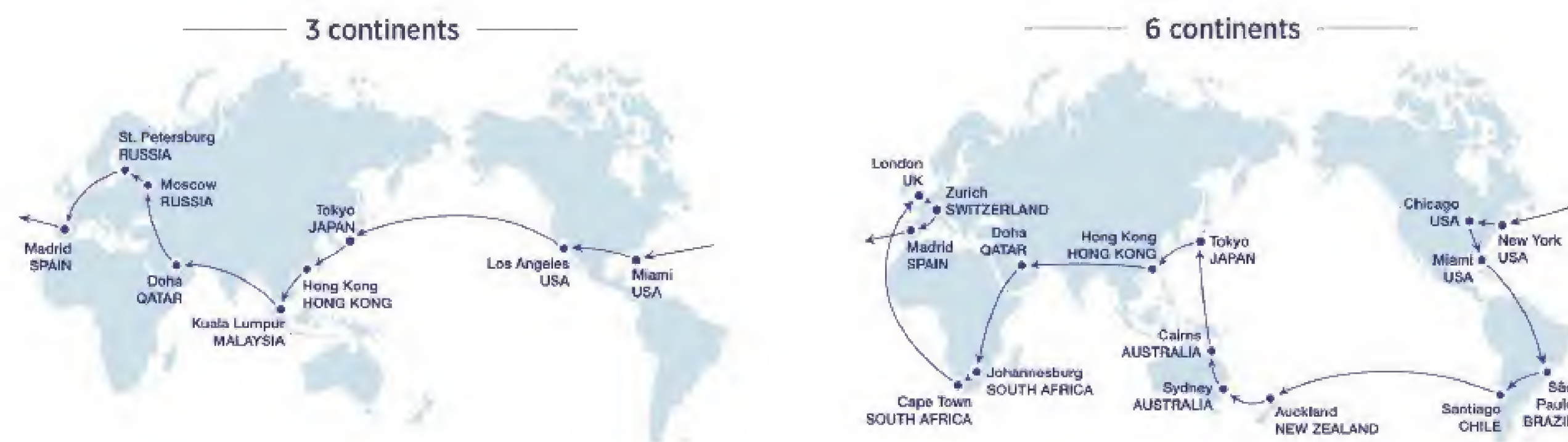


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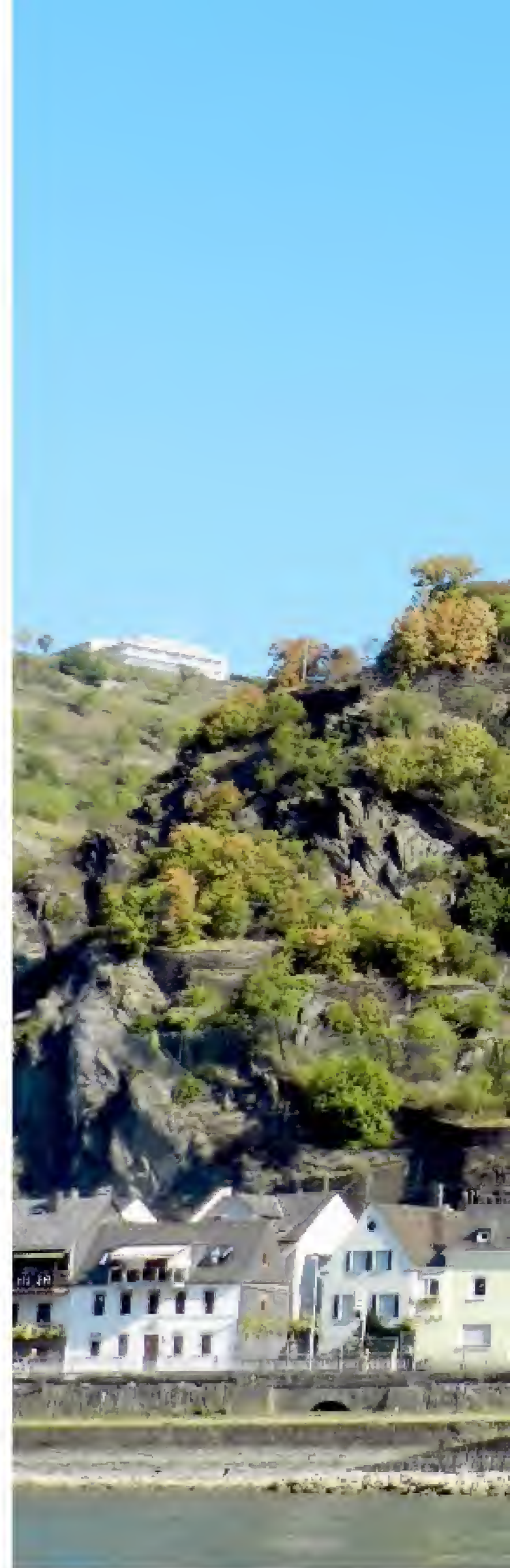


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Germany's next-generation
wine-
makers

If you think German wine means cheap, sugary Liebfraumilch, think again. Young winemakers are reviving local traditions and producing some of the world's most coveted whites.

TEXT BY BEN WEST PHOTOS SONJA HÜSLER





Cruising down the beautiful Rhine river is a great way to discover Germany's impressive wine heritage.



Green grapes in a Philipps-Muehle vineyard



Martin and Thomas Philipps' family has tended vineyards on the slopes of the hills surrounding St. Goarshausen for generations.

A line of golden and light yellow Rieslings are lined up in front of me, shimmering in the glorious summer sunshine. With the hulking great Lorelei rock on the River Rhine rising behind me, I could hardly wish for a grander backdrop for sampling the exquisite produce of Germany's choicest vineyards.

These delightful wines are distinctly different from each other. One tastes like apricot, another has a flowery aroma. One is sweet, another is drier – but all have extraordinary depth.

"Liebfraumilch are 'industrial' wines, they have nothing to do with the traditional winemaking of this region," says **Thomas Philipps** of Weingut Philipps-Mühle, whose wines I am sampling. His family has tended vineyards on the slopes of the hills surrounding St. Goarshausen for generations.

SWEET JUSTICE

For a great way to discover Germany's wonderful wine heritage, following the trail of the Rhine is a great place to start. The intoxicating beauty of its vineyard-bedecked hills and river valleys, lakes and unspoiled villages is ideal for a "slow" holiday, holding appeal for cyclists and walkers as well as wine connoisseurs – and all within only 95 to 125 kilometres of Düsseldorf airport.

The region has produced wines since Roman times and is peppered with independent producers and co-operatives using traditional methods to produce wines by hand.

"German wine is very much seeing an increase in interest outside Germany," says **Sebastian Thomas** at British specialist wine importers Howard Ripley. "Good sweet wines are finding a new market. There's more emphasis on value for money, which suits German wines, as they are very underpriced."

The region has produced wines since Roman times and is peppered with independent producers and co-operatives using traditional methods to produce wines by hand.

"The winemaking works together well with the tourist business in the region," says Philipps. "Tourism is the top business here in the Mittelrhein valley."



*Wine fermenting
in the tanks.*

TOP TEUTONIC TIPPLES

THE MOST POPULAR WINES from the region, in terms of bottles sold, are dry Rieslings costing between €7.60-15.20.

Germany has 13 wine regions, each with its own set of traditions translating into an exceptional range of distinctly different wines. The principal white grape varieties are Riesling, Silvaner and Rivaner, with pinot noir for red.

A lot of winemakers work together with the hotels and restaurants, many of which serve traditional regional food together with typical local wines. Some wineries offer wine tastings and accommodation. We have a lot of wine events throughout the year in the region."

Winemaking, though ingrained in the local heritage, has relatively little impact on regional employment. Most wineries are family businesses and the bigger ones often only take on eastern European workers seasonally. Germany's winemaking regions are a mixed bag economically: some are depressed, such as the Mosel, and others are not, like the thriving Rheingau.



RECOMMENDED WINE TASTINGS:

Philipps-Mühle in St. Goarshausen

philipps-muehle.de

Schätzel in Nierstein

www.schaetzel.de

Franzen in Bremm

weingut-franzen.de

Vollenweider in Traben-Trarbach

weingut-vollenweider.de

Raddeck in Nierstein

raddeckwein.de

Toni Jost in Bacharach

toni-jost.de

Georg Müller in Hattenheim

georg-mueller-stiftung.de

Schloss Johannisberg in Geisenheim

schloss-johannisberg.de

Howard Ripley offers three London tastings to present new vintages to the general public every year. Admission is free. Other tastings are by arrangement.

howardripley.com

For more information on German wine culture and tours

trier-info.de/english/wine-culture

germany.travel

Many hill slopes are covered in vineyards.

RIESLING REVIVAL

"Winemaking was at a low point 20 years ago, but today more winemakers are gaining qualifications, old vineyards have been renewed, and young winemakers have started in the business," says Philipps.

This is especially true of Nierstein. A town with a population of only 8,000, it has more than 100 wine producers, including **Kai Schätzel** of Weingut Schätzel Nierstein.

"A new generation of winemakers has emerged, starting anew and breaking with the ideas of the previous generation," he says. "Many of them looked to the ideas of their great-grandparents and went back to a very classic, high-quality production method. We, for example, are now producing in a very old-fashioned way. We believe wine grows in the vineyards and is not made by techniques in the cellar. We believe in nature," says Schätzel.

The magical thing about Germany and wine is that there are so many different attractions packed closely together. Within a radius of 150 kilometres there is the classic Rheingau region, the steep Nierstein red slope vineyards, the romantic hills of Wonnegau and the spectacular Mosel valley. All represent totally different facets of wine growing, each with its own unique wine, food and architectural style – yet all within a driving distance of one hour or less.

"Germany is the number one place for Riesling, and we know it can be a perfect and elegant food pairing. The low alcoholic content, deep minerals and vibrant play from acidity and fruit is unique!" ●

BEHIND THE SCENES

Ben West and Sonja Hüsler

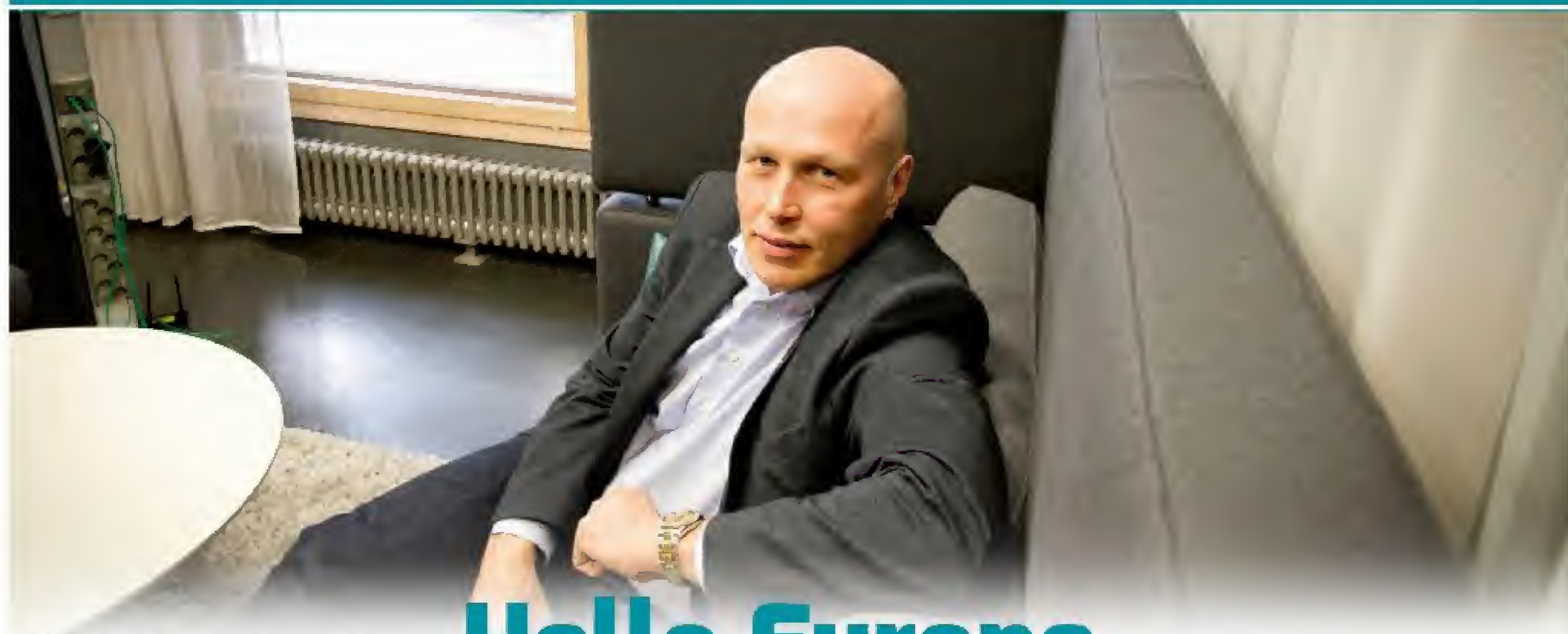
Travel writer Ben West and travel writer-photographer Sonja Hüsler run a popular blog, called *londonzurich.com*, detailing UK/Swiss culture clashes. On this assignment focusing on German vineyards they were amazed to discover such a large variety of quality wines.



WINE SPECIALIST SEBASTIAN THOMAS' TOP 3 PICKS:

- 2013 Georg Mosbacher Riesling trocken, Georg Mosbacher, Pfalz (€15)
- 2013 Bockenauer Schiefergestein, Schäfer-Fröhlich, Nahe (€23.25)
- 2013 Braunerberger Juffer Sonnenuhr GG, Fritz Haag, Mosel (€26.60)





CEO Esa Kinnunen's aim is to conquer Europe with Nordcloud. ▲

Hello Europe, *Nordcloud calling!*



NORDCLOUD IS A PUBLIC CLOUD AUTOMATION AND MANAGED SERVICES SPECIALIST
WHOSE AIM IS TO BE THE INDUSTRY LEADER THROUGHOUT EUROPE.

The company has offices in Helsinki, Stockholm, Oslo, London and Munich. They provide cloud infrastructure professional services to enterprises who require a scalable, reliable and cost-efficient IT infrastructure. They work with clients in the media, finance and high-tech industries, among others.

Nordcloud was founded in 2011 and has seen rapid growth ever since. In the near future, it will enter more markets country by country.

"Each market in Europe is different. Our approach is to create our own team in each country and employ local specialists with knowledge of the business and culture in that particular environment," says **Esa Kinnunen**, CEO of Nordcloud.

"Different markets deserve specific attention and service in their own language. Therefore, we are providing world-leading technologies with local and high-quality service in every country we operate in."

Cost benefits by cloud

Nordcloud provides services that are part of the wider, global shift towards digitalisation.

Basically this shift will affect every enterprise in every industry, in one way or another.

"Enterprises can achieve cost benefits when deploying a scalable, agile and developable IT infrastructure – which we provide under our automation and managed services concept", Kinnunen continues.

Nordcloud is one of the industry's technical leaders. They cooperate with all the three leading infrastructure providers: Amazon Web Services, Google Cloud Platform and Microsoft Azure.



***We are continuously
on the look-out for
top-notch professionals.***

"Our job is to use their resources as a platform on which we create a solutions portfolio for meeting our clients' business needs. Our world-class cloud architects deliver secure, reliable and agile solutions to our clients. With us they have a solid foundation for creating modern apps or web services for their customers", Kinnunen continues.

Acknowledged expertise

Nordcloud is the only Amazon Premier Consulting Partner in the Nordic region. They also work in close cooperation with Google and Microsoft.

"There are two-way benefits from this collaboration. From us they get information on the needs of the end users in our local market, while we get to know the road map for their cloud development, which means we can create better solutions for our clients."

So what's the next step for Nordcloud?

"We are aiming to open a new branch in the Netherlands later this year. Soon after that we will be heading to the other big markets in Central and Southern Europe. We are competing with the gaming industry to attract the best developers to our team. We are continuously on the look-out for top-notch professionals."

"We can offer them flexibility in terms of working hours and location, and we have the most advanced codeable technologies available. Our target is to double our personnel to 100 people and to triple our income to 20 million euro this year", Kinnunen says. ●

An ode to entrepreneurs

My Dad has been an entrepreneur most of his life – everything from selling shampoo to freelance journalism. His bread and butter is ice hockey and for over 30 years he has been a talent scout for the National Hockey League (NHL) here in Europe.

As the son of an entrepreneur I grew up, not in the backroom of a shop, but around ice hockey arenas. Not a bad place to hang around as a kid. I played a bit myself and learned a lot about teamwork in the process.

Watching my Dad over the years has given me an entrepreneurial spirit. The life of an entrepreneur is never easy. Most of the time they are at it 24/7, with loads of uncertainty involved.

Politicians have a tendency to talk big about creating jobs and growth. I think this is rubbish. The government or the parliament should not take credit for the work of others. The further we stay away from business, the better.

Yes, legislators create the conditions for business. Yes, we can create some incentives through fiscal policies. But we should not take credit for the fruits of labour of workers, entrepreneurs and companies. They are the backbone of our economy, not the politicians.

In Finland there are approximately 300,000 entrepreneurs. Not bad in a country of 5.4 million inhabitants. Over the years I have met thousands of entrepreneurs. I am always fascinated to hear stories of success and sometimes failure: small start-up companies that have made it big; family companies that have made a comeback following bankruptcy; and people who have run their own one-man or one-woman business for decades.

Entrepreneurial spirit is about hard work, courage, stamina and attitude. You have to take risks and accept the possibility of failure. You also have to be able to cope with success.

The logic of a business is simple. It needs to create goods or services that sell, and make a profit for its owners. We in the public sector enjoy the outcome: employment and taxes.

In Finland we have failed to create an equal social security system for entrepreneurs and employees. I hope we can rectify this as soon as possible. Risk should not mean exclusion from security. At the end of the day we should try to make entrepreneurship as easy as possible.

I am proud of all entrepreneurs, including my Dad. Without entrepreneurs we would not be able to sustain our welfare state.

ENTREPRENEURIAL SPIRIT
IS ABOUT HARD WORK,
COURAGE, STAMINA
AND ATTITUDE.

ALEXANDER STUBB is the Prime Minister of Finland.
twitter.com/alexstubb

TIEDE

35
VUOTTA

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on tarua
ihmeellisempää.

HENRI HYPPÖNEN

Tiede-lehden lukija, luova johtaja

Elämyksiä
uteliaalle.
Totea itse.
tiede.fi/tilaa

Elämyksiä uteliaalle!

TIEDE



ART FOR GROWTH

The Helsinki Guggenheim – will it ever happen? Urban design is in focus this spring as the Finnish capital debates the city's future and the best model for creating both cultural and economic growth.

TEXT BY JORMA LEPPÄNEN PHOTOS BY HELSINKI GUGGENHEIM AND RIITTA SUPPERI

The jury has selected six finalists from the 1,715 anonymous submissions.



When the Helsinki Guggenheim was first proposed in 2011, the museum was seen as part of a solution to the economic slump beleaguering the capital. If the Guggenheim Bilbao helped the Basque city generate cultural and economic growth, why not import the model to Helsinki?

"A vivid cultural life brings dynamism to business. It accelerates the flow of ideas and makes a city more attractive in the eyes of investors and companies that create jobs. Cities such as Bilbao, Malaga and Vienna are generating economic growth through investment in cultural districts," says **Severi Blomstedt**, an architect and expert on Finnish and international urban design.

The art of making a clever long-term investment in cultural institutions is not easy. You cannot just take a concept and copy it directly somewhere else.

"For example in Bilbao, the Guggenheim was built into a social and physical infrastructure that is very different from that of Helsinki. When you invest in a cultural district, you have to understand the dynamics and the soul of the whole city," says Blomstedt.

In his writings and lectures, he often reminds his audience of the wise words of Sir **Winston Churchill**: "We shape our buildings; thereafter they shape us."

DESIGN AND THE CITY

Kunsthalle Helsinki is currently showing *Guggenheim Helsinki Now*, an exhibition presented by the Guggenheim Foundation unveiling the final designs submit-

ted by the six finalists in the architectural competition held last year for the proposed museum.

Before the exhibition, **Richard Armstrong**, director of the Solomon R. Guggenheim Museum and Foundation, encouraged people "to consider a range of possible futures for a critical area of the Helsinki waterfront." According to the Foundation's philosophy, a modern museum should take arts, design, and architecture beyond its walls and reach for the future.

"Even though it's uncertain whether the museum will ever be built, I hope the public will take Mr. Armstrong's words seriously and study the designs in relation to their surroundings," says Blomstedt.

Anyone interested in urban planning will enjoy contemplating the designs and imagining the impact they would have on the city.

The potential site for the museum is reserved in the South Harbour, which commands fine views of the Market Square and some of the greatest architecture in Helsinki. The city's most impressive row of facades is found on the Esplanade, leading from the Academic Bookstore through to its "climax" on the Market Square.

"Even though the Esplanade is a mix of architectural periods and styles, its buildings are all about the same height and they are harmoniously integrated. Rising nobly above them are

The site reserved for the museum is Helsinki's south harbour, where the ferries to Stockholm and Tallinn take off.

Architecture and design have always played an important role in Finland's history.



The six anonymous finalists (identified by number only) for the Guggenheim Helsinki museum are displayed on these two pages.

“All the great Finnish designers, architects and artists have considered their designs in a larger context.”

the Lutheran and Orthodox Cathedrals, the two most important public buildings in the historic town centre,” says Blomstedt.

All the facades south of the Market Square coherently obey the same architectural principle, he adds.

“From **Alvar Aalto**’s original drawings we can see that he understood the ideas of his predecessors perfectly well. His modern buildings, the Academic Bookstore, and the palazzo-like headquarters of Enso-Gutzeit (now Stora Enso) at the other end of the Esplanade, adapt perfectly to the historical environment.”

HIERARCHY AND ORDER

The Guggenheim, too, should adapt to the same architectural principle as well as to the social infrastructure of Helsinki, says Blomstedt. For him, design and architecture are forms of human interaction, which starts with listening and understanding the order and hierarchy of things.

“If you think about any old town square surrounded by buildings of different ages that have been in dialogue with each other for decades or even for centuries, you might not want to butt in without first listening to what the discussion is about,” he says.

Blomstedt, a former member of the advisory board of the EU’s contemporary architecture prize, the Mies van der Rohe Award, says we should not see architects as star athletes whose main task is to stun.

“Unfortunately, we see new skyscrapers in cities all over the world boasting their superiority with no regard to the surroundings. Urban environments are

becoming a disorganised stage for contests in which monstrous designs sing and shout in total cacophony,” he says.

This mistake might be averted in Finland, thanks to a very strong tradition in architecture and design.

“All the great Finnish designers, architects and artists from **Akseli Gallen-Kallela** to **Eliel** and **Eero Saarinen**, from **Alvar Aalto** to **Yrjö Kukkapuro** and **Eero Aarnio**, have considered their designs in a larger context. You see a chair in a room, a room in a house, a house in an environment, an environment in a city plan. Here we find hierarchy and order again.”

BEYOND THE WALLS

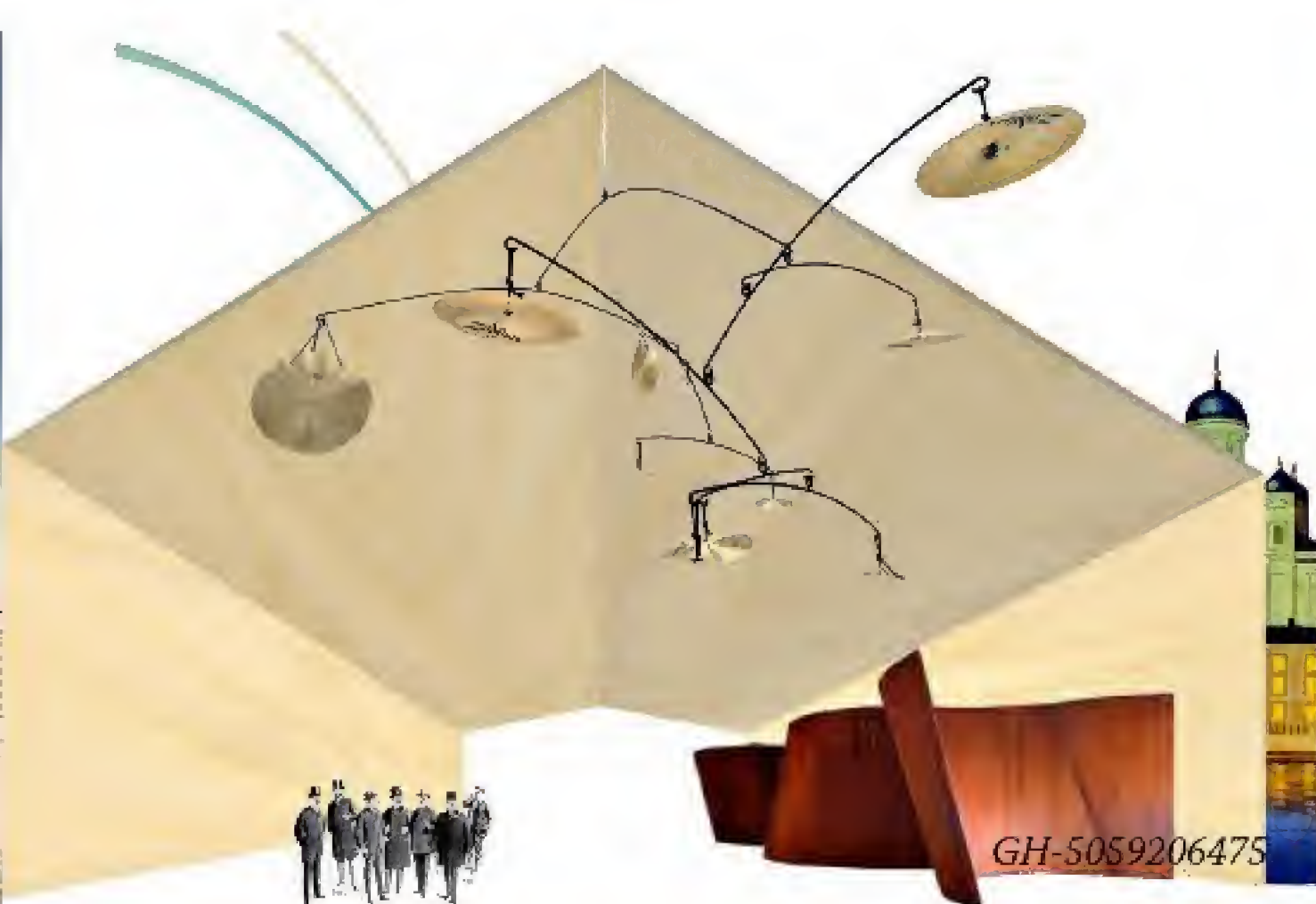
Blomstedt sees Vienna as a city that has eloquently interpreted the vision of taking arts, architecture and design beyond the walls of museums.

“The MuseumsQuartier, which contains Baroque buildings as well as modern architecture, is one of my favourite culture hubs. You find major exhibitions in large museums as well as local and international contemporary art all in the same complex,” says Blomstedt.

Vienna’s MuseumsQuarter was built around former court stables, combining old and new. Besides museums, it also contains the Architekturzentrum Wien (Architecture Centre) and the international centre for dance, the Tanzquartier. Easy to reach, the MuseumsQuartier is an integral part of the city.

Some years ago, while still director of the Museum of Finnish Architecture, Blomstedt took part in planning a new culture hub around the Design Museum and the Museum of Finnish Architecture, not far from the site now reserved for the Helsinki Guggenheim.

“In the past, we have seen many plans to bring culture closer to the people of Helsinki. This should still be our goal, with or without the help of the Guggenheim Foundation. Architecture and design have always played an important role in Finland’s history. They have also been key factors in our economic growth,” he says. ●



THE GUGG IN A NUTSHELL

FOUNDED IN NEW YORK IN 1937, the Solomon R. Guggenheim Foundation operates several museums around the world. The latest additions to its network are the Guggenheim Museum Bilbao (opened 1997), the Deutsche Guggenheim in Berlin (1997–2013), and the Guggenheim Abu Dhabi, currently under development.

THE GUGGENHEIM HELSINKI was first proposed to the City of Helsinki in 2009 by then-Director of Helsinki City Art Museum, **Janne Gallen-Kallela-Sirén**. The idea was to stimulate tourism by establishing a new cultural attraction in the city. In January 2011 the Solomon R. Guggenheim Foundation proposed a plan (revised in 2013) for a new Guggenheim Helsinki focusing on Nordic and international architecture and design as well as other forms of modern and contemporary art.

guggenheim.org/guggenheim-foundation

GUGGENHEIM HELSINKI NOW is on show at the Kunsthalle Helsinki from April 25 to May 16. Interactive installations present highlights from the 1,715 submissions, taking a closer look at the 15 designs awarded honourable mentions. The winner of the competition will be announced in June.

The Helsinki City Council will later decide whether to go ahead with the project.

taidehalli.fi/en/

GUESS WHAT'S COMING TO DINNER?

Feast your eyes on the ultimate appetisers. We share a pick of the yummiest Finnish tableware novelties.

COMPILED AND WRITTEN BY **SILJA KUDEL**

Chef, ahoy!

Add a dollop of nautical fun to your kitchen with Jenni Tuominen's whimsical containership patterns. Check out her Kontti place-mats (€18.90), oven gloves (€17.50), tea towels (€14.90) and potholders (€9.90) in Marimekko's spring collection.

marimekko.com



What a dish!

Sushi just adores handcrafted stoneware plates by Sarita Koivukoski. Assemble a unique collection from a range of patterns so exquisite you won't know whether to eat off them or hang them on your wall. Tagged at €15–58, sizes vary.

www.kolumbus.fi/saritak



Always on a Sunday

Craving the perfect companion to serve you weekend breakfast in bed? Look no further than Sunday, a chirpy multipurpose tray designed for Kauniste by Matti Pikkujämsä. Service with a smile for only €34.

kauniste.bigcartel.com



Hip to be square

It takes seven skilled craftsmen 24 hours to hand-blow this jewel of simplicity. Designed for Iittala by Ronan and Erwan Bouroullec, Ruutu vases are light as air yet as Spartan as glass will allow. Buying one will lighten your wallet by €129-269.

iittala.com/ruutu



Dairy deception

It looks so much like a real milk carton it almost says "moo" This porcelain pitcher handcrafted by Jatta Lavi is a fun conversation piece carrying a price tag of €49.

lokalhelsinki.com



NEW SUMMER ROUTE

Mediterranean Malta offers numerous things to see and do, varying from historical attractions to vibrant beach and nightlife.

The new route to Malta includes direct flight from Helsinki twice a week. Check out our **new routes and a wider selection** of summer destinations at **finnair.com**



FINNAIR

Wild & wonderful

Today's tastiest fare comes from field to table.

TEXT BY AMANDA SOILA PHOTOS BY AMANDA SOILA AND SASU LAUKKONEN



Chef Sami Tallberg prepares a green salad from leafy plants and herbs.

Chef & Sommelier's "wild rice" portion features 12 different herbs and kinds of rice.



People have been foraging for wild mushrooms, berries and edible plants and hunting animals for thousands of years, but as the hunger for pure, local food continues to grow, today's keenest hunter-gatherers can be found in the kitchens of the world's best restaurants.

Following in the footsteps of Copenhagen's award-winning Noma, famous for its experimental plant-based menu, top restaurants including New York's Gramercy Tavern and The French Laundry have hired professional foragers to seek out wild ingredients for their "hyperlocal" menus. It's no wonder that Tripadvisor lists foraging as one of the hottest food trends for travellers in 2015.

"Wild ingredients have character," says Helsinki-based chef and forager **Sami Tallberg**, the man behind the Finnish wild-food craze. "They have an incredible variety of flavours, aromas and textures. Even a simple green

salad from a few leafy greens and herbs from the wild offers a taste explosion that you can't find anywhere else."

Finland, where untouched forests still abound and Everyman's Right guarantees citizens' access to the wilderness, is particularly well placed to cater to this hyperlocal trend.

"With wild fish, game, mushrooms, berries and wild plants, Finland has an incredible pallet of ingredients," says Tallberg.

CONSCIOUS DINERS

Tallberg's wild-food passion began while he was working in London about 11 years ago. Upon his return to Finland, wild ingredients became his trademark and achieved instant success. In recent years, the popularity of handpicked ingredients has spread, and today some 20 restaurants in the Helsinki area alone work with wild plants.

Outside the capital, some of the forerunners on the Finnish wild-food scene can be found in the towns of Noormarkku and Kauttua in western Finland where the historical Ahlström sawmill and ironworks, converted into hotel and restaurant facilities, have been serving wild food since 2013. Developed in cooperation with the ELO Foundation for the Promotion of Finnish Food Culture, at least one wild-food menu is served in their restaurants all year round.

"Our wild-food menu has been particularly popular amongst young, health-conscious customers who are interested in where the food comes from," says **Riitta Kilo**, business operations director at Ahlström.

The popularity of the foraged ingredients is not just about the taste, agrees Tallberg.

"Conscious customers nowadays expect restaurants to serve a bit more than taste experiences and wine recommendations," he says. "Environmental background and history are welcome additions." ●

FORAGING IN FINLAND

- The season for wild foods lasts from May till the end of September, with May and June the best months for foraging.
- ELO Foundation for the Promotion of Finnish Food Culture runs the Wild Food from Finland project in co-operation with the network of food and tourism professionals. elo-saatio.fi
- NatureGate website and mobile app provide extensive information on finding and identifying wild plants. luontoportti.com
- Sami Tallberg's *Wild Herb Cookbook* offers tips for beginners and advanced foragers. Tallberg also arranges wild-food trips to visitors in Helsinki from May to July. samitallberg.com
- Ahlström Wild Food Day at Kauttua ironworks on May 28. ahlstrominruukit.fi

SAMI TALLBERG'S TOP 3 FINNISH WILD FOODS



SASU LAUKKONEN

CHEF & SOMMELIER, HELSINKI

Dedicated to organic, local and fair-trade food, Chef & Sommelier also uses a wide variety of wild ingredients. Expect open-minded combinations and a wealth of background info.

chefetsommelier.fi



TERTIN KARTANO

TERTTI MANOR, MIKKELI

This manor house, located in an area often called the Provence of Finland, combines local specialities and wild plants, game and fish with easy-going elegance.

tertinkartano.fi



AHLSTRÖM

AHLSTRÖM IRONWORKS, NOORMARKKU AND KAUTTUA

The historical ironworks serve at least one wild-food menu in their restaurants all year round as well as individual events built entirely around wild food, with the next one lined up in late May. How does meadowsweet crème caramel with honey strawberries sound?

ahlstrominruukit.fi

1 2 3 4 5

A350XWB

FINNAIR'S AIRBUS A350 XWB aircraft sets new standards for passenger experience and environmental performance. In this series, we explore how noise reduction, good lighting, cleaner air and a better digital experience – all distinctive in the A350 planes – have significant impact on your wellbeing.

Enjoy the silence

In a noisy world, quiet is a luxury that allows the restorative sounds of nature to be heard. Finnish researchers have been studying silence as a valuable tourism resource.

TEXT BY KATJA PANTZAR PHOTO BY BOTANIA



As a green and black tailed jay butterfly (native to India) flutters through the air in the world's northernmost botanical garden, Botania, in the city of Joensuu, its wings gently rustle.

Yet, there are scores of people who live in urban centres around the world that would be hard pressed to say whether or not a flying butterfly makes any sound at all.

"Silence doesn't mean total quiet. It means having the possibility to listen and hear the restorative sounds of nature," says Dr **Noora Vikman** of the University of Eastern Finland. "This is a luxury found in North Karelia that's not possible in many other parts of the world because there's so much artificial, human-made noise," she says.

As part of a newly wrapped up two-year research project sponsored by the European Social Fund, Vikman and her colleagues have been studying silence and listening as a tourism resource in eastern Finland's North Karelia region.

Botania is one of project's 20 participating organisations, which also includes wellness and nature travel-related services in Heinävesi, Ilomantsi, Lieksa, Nurmes, Rääkkylä and Valtimo.

SELLING CALM

With a research and cooperation focus on China, Vikman and her team introduced a group of Chinese travellers to North Karelia's Koli National Park last August.

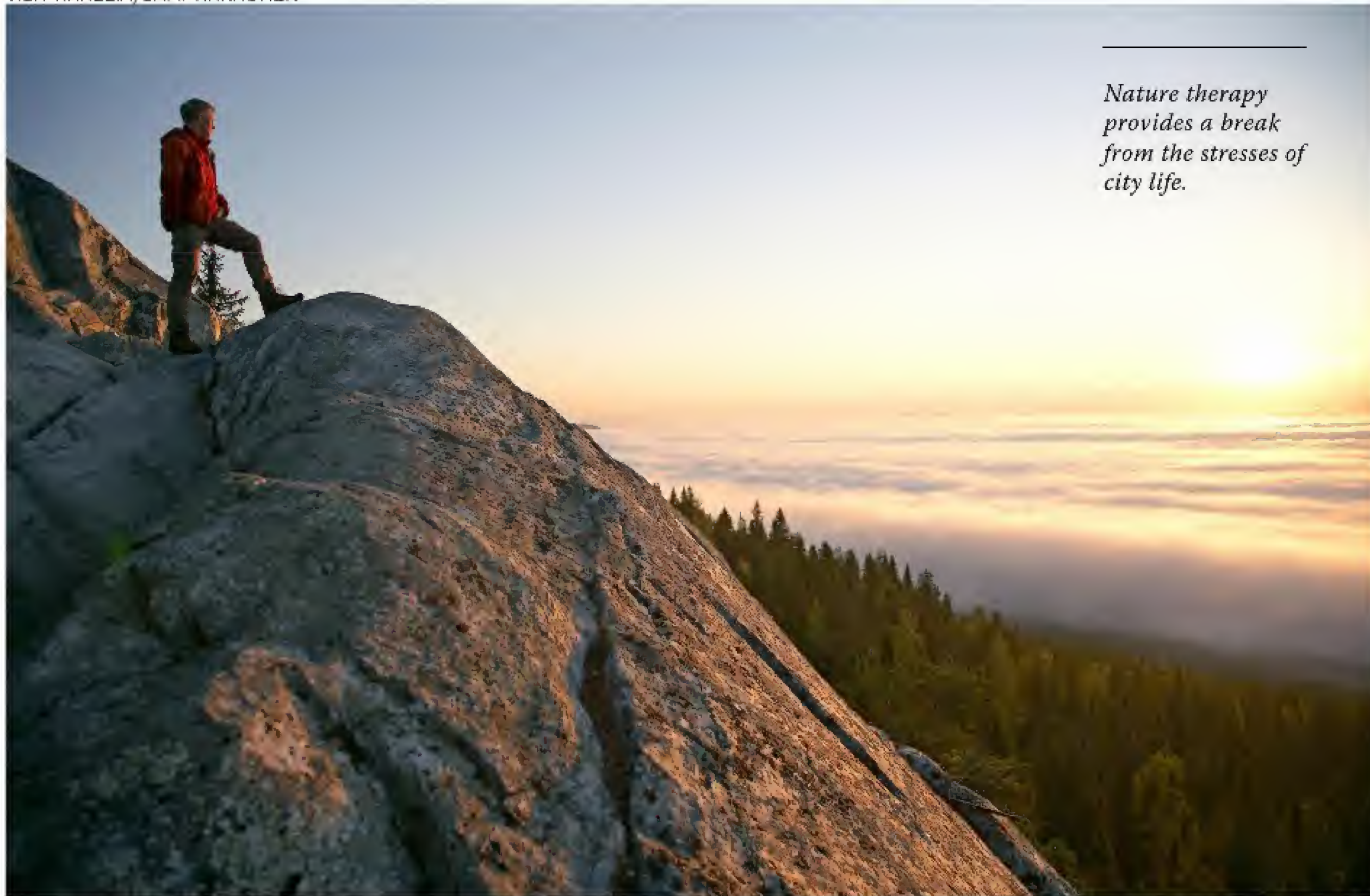
Su Fan, one of the participants from Hong Kong, said in an interview with main Finnish daily *Helsingin Sanomat* that her northern journey was the first time she had ever heard the sound of raindrops.

But that required a period of acclimatisation.

"On the first day I noticed that as soon as we sat down for lunch, everyone in the group pulled out their mobile phones and started tapping away, essentially disconnecting from their natural environment," says Vikman.

One of the participants from Hong Kong heard the sound of falling raindrops for the first time ever while in North Karelia.

VISIT KARELIA/SAMI TIRKKONEN



Nature therapy provides a break from the stresses of city life.

While some tour organisers take away mobile devices to ensure offline time, or digital detox, Vikman didn't. Instead, she highlighted the benefits of taking a break from the virtual world and allowed everyone in the group to make their own decision.

"Silence-based tourism is also about the possibility to relax – alone or in a group – in a unique, slow-paced environment without the distractions or stressors of the modern world," she says.

DIGITAL DETOX

Mindfulness and lower levels of anxiety are among the claimed benefits of digital detox, a growing trend as the world's population migrates online and people develop Internet addictions.

Consequently, digital detox programmes are cropping up from California to China, where reportedly 24 million of the country's 632 million Internet users are unable to live without constantly being online. In Beijing, the Daxing Internet Addiction Treatment Centre has received considerable coverage in the British press for its military-style boot camp to cure Internet-addicted youth.

As with the digital sphere, excessive noise can be more than merely an irritant: it can have adverse



Chinese travellers lunching in the wilds of Finland's North Karelia.



A350XWB

SETTING A NEW (QUIET) STANDARD

FINNAIR IS THE FIRST European airline to operate the next-generation Airbus A350 XWB aircraft, the first four of which will join the fleet for their inaugural flights this autumn.

In addition to a spacious, modern cabin and state-of-the-art lighting, the new A350 XWBs offer a quieter ride than previous aircraft owing to several factors including new engines created by Rolls Royce exclusively for Airbus.

"The new engines reduce noise both inside and outside the plane," says

Jarkko Konttinen, Finnair's Vice-President of Marketing & Product.

"Better noise reduction with the new A350s raises travel comfort to a new level making it more comfortable and easier to rest onboard," says Konttinen.

The Airbus 350 XWBs produce less

noise than the latest worldwide requirements such as Automatic Noise Abatement Departure Procedure (NADP), which is designed to reduce sound over crowded areas. The aircraft also leads the way in environmental performance in the long-range market, and is up to 16 decibels below the current standard requirement.

Shanghai services will be operated with the new aircraft from October 25, with Beijing, Bangkok, Hong Kong and Singapore routes to follow.

Finnair has firmed up the eight Airbus A350 XWB aircraft options initially made in its 2006 order with Airbus. The eight A350s will be delivered to Finnair starting in 2018. Finnair's total number of A350 orders is currently at 19 airplanes.





3 WAYS TO QUIET DOWN

Stillness helps you recharge and relax.

- 1** Turn off all your devices and go offline for some digital detox.
- 2** This may sound counter-intuitive, but listen to your environment wherever you are by leaving your headphones off and tuning in to the real world around you.
- 3** Practice mindfulness by taking five minutes to focus on the present moment, the here and the now. As you breathe in and out, focus on your exhalations and inhalations and try to clear your mind of worries.

effects on health and wellbeing and increase stress. The World Health Organisation has documented seven categories of adverse health effects from noise pollution, ranging from hearing impairment to sleep and cardiovascular disturbances and impaired task performance.

In the Nordics, nature is often used to treat modern ailments. In the North Karelian project, traditional Finnish forms of relaxation such as the sauna and forest walks were employed, along with mindfulness exercises and yoga.

UNLEARNING DEAFNESS

"Before the project, our North Karelian partners were already aware of the quiet and calm of their region. But they didn't realise what an asset silence is and that it can be rare for people from other parts of the world," says Vikman.

Across the pond in America, the US National Park Service has collected 1.5 million hours of acoustic monitoring at sites including Yosemite in California and Yellowstone National Park over the past ten years. According to its findings, all are affected by some type of noise created by human activity such as automobile traffic.

A stone pile built by travellers atop the Kiilopää Peak in Finnish Lapland.

"Silence doesn't mean total quiet. It means the possibility to listen and hear the restorative sounds of nature."



VISIT KARELIA

One of the National Park Service's senior scientists, **Kurt Fristrup**, has coined the term "learned deafness" as people can no longer hear the sounds of nature (such as birdsong) because of rising levels of background noise or because they're used to wearing headphones to block out noise.

As part of the Slow Travel movement, the Italian Academy of Silence, which maintains a list of the quietest hotels, towns and attractions in Italy, was founded in Tuscany in 2014.

The Nordics are ahead of the silence curve. Created back in 2010, Visit Finland's "Silence, Please" campaign promises international travellers a break: "In the rush and crush of modern life, the rarities are what we value most, such as space, quiet and time. The space to breathe, time to dream... you can find these treasures in Finland, where the lakes are many and the people are few."

In many parts of Finnish Lapland, the peace and calm provided by pure nature have been attracting discerning travellers from countries ranging from Germany to South Korea.

In Inari at the Kiilopää Fell Centre's peak – two kilometres above sea level and approximately 860 wooden steps up – the view is 360 degrees of pristine nature.

"When you reach the top of the Kiilopää peak and you hear nothing but silence – you know you've arrived," says **Seppo Uski**, general manager of the Kiilopää Fell Centre, which is operated by the Outdoor Association of Finland.

Uski says that in addition to the calming benefits of all that quietness, it also provides stress relief for city-dwellers. "When you're atop a magnificent fell or in the middle of a forest, your own problems start to seem insignificant by comparison," says Uski. ●

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"Breaks your heart (...)
Pretty close to perfect"
The New York Times





NON-STOP TO SWEDEN

Finnair flies to Luleå daily from May 18 to Oct 24; to Norrköping daily from May 2 to Oct 24; and to Visby two to three times a week from June 13 to August 15.

TOP DESTINATIONS

3 x North America



New York City. Does the Big Apple really need a description? The city of superlatives that never sleeps is just an eight-hour direct flight from Helsinki.



Chicago. The Windy City, a bustling business centre, offers art and culture lovers one of the world's top museums, the Art Institute of Chicago.



Toronto. A visit to Canada's largest city is like a mini-trip around the globe, as the friendly urban mosaic is home to more than 80 different nationalities.



SERVICE

Wifi onboard

Finnair is investing 30 million euros to bring Wifi connectivity to the majority of its fleet.

"This investment will enable us to offer a wide array of new services to our customers, ranging from inflight entertainment to inflight sales," says **Pekka Vauramo**, Finnair CEO.

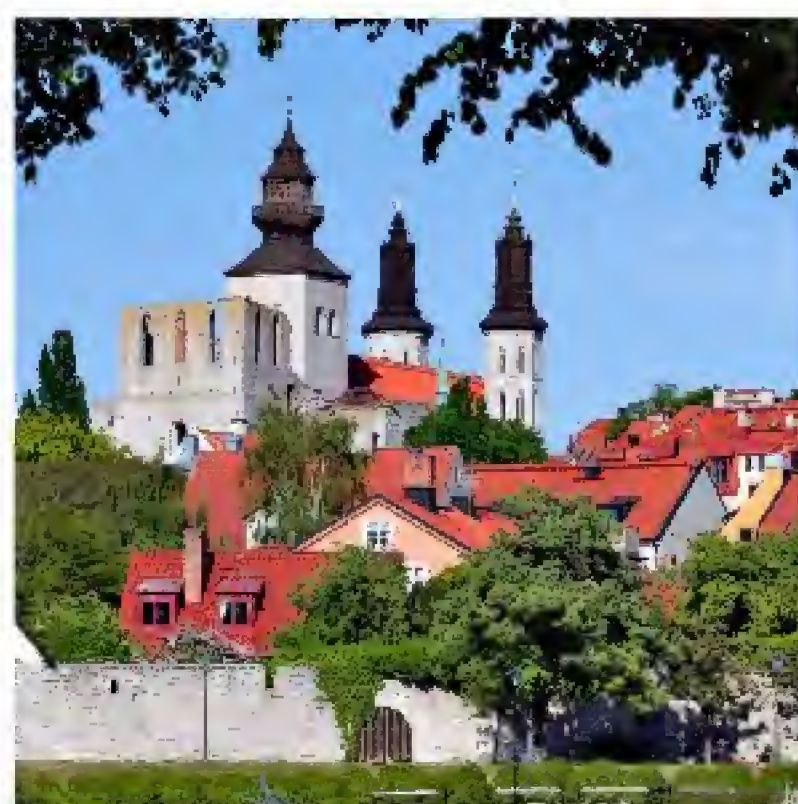
The first onboard Wifi service debuts this autumn, with the arrival of the first Finnair A350 XWB aircraft. In 2016 Wifi installations begin on Finnair's Airbus A330 long-haul aircraft as well as European short-haul Airbus fleet.

finnair.com

DESTINATIONS

Swede dreams

FINNAIR OPENS new routes to the Swedish coastal cities of Luleå and Umeå during the summer season and takes over Flybe Finland routes to Norrköping in central Sweden and Visby on Gotland. The well-preserved medieval city of Visby charms visitors with its many summer festivals that take place in and around the picturesque merchant centre that has been designated as a Unesco World Heritage site.





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aurinkomatkat.fi

LOMALLE LENTÄÄ **FINNAIR**



SPECIAL MEALS

If you have special dietary requirements, Finnair will provide you with a special meal. Please submit your order no later than 24 hours before departure.



Fragrant herbs add kick to Kari Aihinen's inflight gourmet menu for Finnair.

SIGNATURE MENUS

The Savoy gets fresh

TEXT BY SILJA KUDEL
PHOTOS BY PANU PÄLVIÄ

Finnair's new signature menu is a symphony in green by **Kari Aihinen**, Executive Chef de Cuisine at Restaurant Savoy.

Diners can be grateful that the celebrity chef gave up his dream of a career in professional ice hockey. As captain of the Savoy's kitchen, Aihinen is a culinary herb innovator, sourcing ingredients from the restaurant's rooftop garden and beehive.

Fragrant herbs also add kick to his inflight gourmet menu for Finnair. To experience the edible equivalent of a spring breeze, try the "deconstructed gazpacho" of seasonal greens, fresh flowers and herb-infused yoghurt.

"Flying at 10 kilometres dulls your senses. I wanted to wake up those dulled palates with intense herb flavours, because adding extra salt isn't good for anyone's blood pressure," says Aihinen.

Kari Aihinen's signature menu will be served to Business Class passengers on long-haul flights from Helsinki from April 29 to July 28.

finnair.com

Finnair crew tips

Inflight supervisor **Ulla Tarma** lived in the Middle East as a teenager and has spent a lot of time in Tel Aviv, Jerusalem, Damascus and Cairo. "I tend to look for Middle Eastern cuisine wherever I go," says Tarma. Here are her tips:



TOP 3 restaurants

- 1 Sahara, Hong Kong**
This cosy Moroccan spot serves all the delicious dishes I crave: meze, hummus, baba ghanoush and tagine.
- 2 Balaboosta, New York**
Middle Eastern flavours with a twist, all created by its chef and owner, Einat Admony, who has Israeli roots.
- 3 Juuri, Helsinki** Food from fresh, locally sourced ingredients, with a speciality of sapas (Finnish tapas), wonderful bite-size portions to share with a friend and a glass of wine.

TWEET OF THIS MONTH



Finnish skating champion Kiira Korpi Instagrams a Marimekko-print aircraft: "Finnair planes are the prettiest."

twitter.com/Finnair

FINNAIR IN YouTube



Airbus 350XWB visits Helsinki on its test flight world tour.

youtube.com/user/finnair

Find us on Facebook



The ancient Silk Road starts in Xi'an. Finnair takes you there three times weekly.

facebook.com/finnair

Finnair fun facts

322,618

chopsticks

236,076

soba sauce servings (30 gram containers) were used on board in 2014.

FLY FINNAIR

Your complete guide to travelling with us



WELCOME ABOARD

We want you to enjoy your flight. This guide contains all the information you need for stress-free travelling. We have even included tips for inflight wellbeing and entertainment. So sit back, relax and enjoy your travel experience.

MAY

In this guide

- 80** TIPS FOR TAKEOFF
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FLY FINNAIR TIPS FOR TAKEOFF

AURINKO- MATKAT *in a nutshell*

Established in 1963, it is the most trusted Finnish tour operator

Member of the Finnair Group

Offers attractive holiday packages and flight & hotel packages

In 2014, carried more than 200,000 passengers to holiday destinations all over the world



TRAVEL TIPS

TIMO KOUSA, Managing Director, began his career at Aurinkomatkat in 2014.

"Now it is easier than ever to find the perfect holiday through Aurinkomatkat. If you are looking for a relaxing all-inclusive vacation, Rhodes is a good choice. It is a beautiful retro destination with a modern twist.

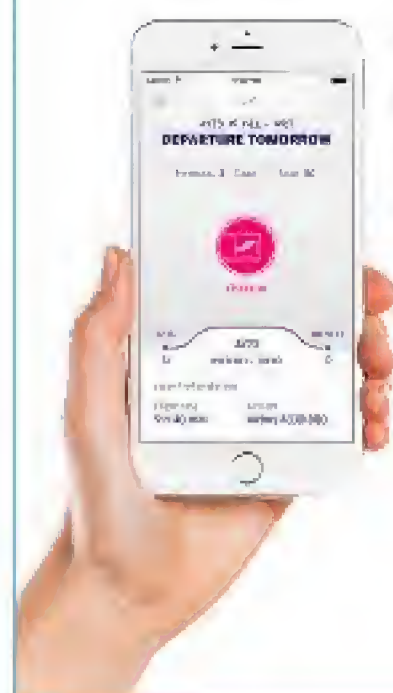
If you prefer more of a local flavour, then Malta is the perfect destination. The country has a rich history and a surprisingly lively night life. Crystal clear water makes this island a true diver's paradise."

Take a look at Aurinkomatkat's holiday packages and get inspired! www.aurinkomatkat.fi

For all Finnair destinations, see page 88.

IN YOUR POCKET

A NEW FINNAIR MOBILE APP is available for Apple iOS devices, with other platforms to follow. The app provides personalised, up-to-the-minute flight information and e-boarding pass storage. It can also be used to check in, select seats, purchase upgrades, receive news and view point balances. Download yours now from the App Store!



SAFETY

SMOOTH JOURNEY

SAFETY INFORMATION is presented by the cabin crew at the start of each flight. This information is also listed on the safety instruction card in your seat pocket.

Safety belts must remain fastened when the "Fasten safety belt" sign is on. For safety reasons we recommend keeping them fastened even when the sign has been switched off.

Passengers may use MP3, CD or DVD players when the "Fasten safety belt" sign is turned off. This is when laptop computers, tablets and mobile phones can also be used in airplane-mode.



FOOD AND DRINK

EAT WELL

Foods to fuel on European flights

THE RENEWED SKY BISTRO

MENU IS AVAILABLE! Arrive at your destination restored and energised. For a little extra money, you can choose from a tasty selection of food and drink. You will find the Sky Bistro menu card in your seat pocket. Coffee, tea, water and Finnair's signature blueberry juice are served free of charge on all Finnair flights.



WELLBEING

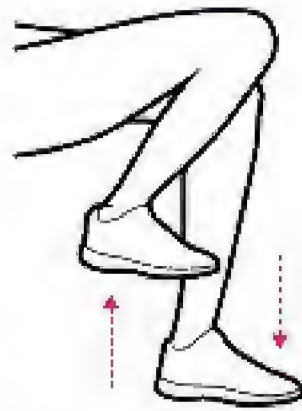
INFLIGHT EXERCISES

These moves keep you fit while flying. Hold each movement for a few seconds and repeat five times per side.



CIRCLES

Lift one foot and draw circles with your toes. Reverse direction.



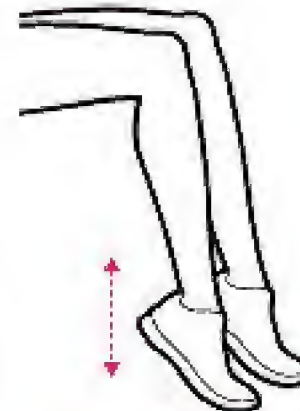
LIFT

Lift one knee up and then lower your foot back down to the floor.



RAISE

Keep heels on the floor and lift your toes upwards, then release.



LOWER

Keep toes on the floor and lift your heels upwards, then release.



SHRUG

Lift your shoulders up towards your ears and release.



NOD

Lower your chin slowly towards your chest and lift back up again.



ROTATE

Gently rotate your head from side to side. Keep your shoulders relaxed.



TURN

Slowly lower your left ear to your left shoulder and then back up again.

Business Class

passengers can enjoy Signature Menus created by top Finnish chefs. This month, wake up your taste buds with a symphony in green by Kari Aihinen, Executive Chef de Cuisine from Restaurant Savoy.

MINDFULNESS

Sit back and relax

Mindfulness instructor **Aleksi Litovaara's** exercises will help you feel calm and rested during the flight.

1 BE AWARE The basic idea of mindfulness is that you have arrived. The aircraft is already taking you where you need to be so just sit back and relax. Watch, listen and feel your present environment without judgement – just be aware of it.

2 TACKLE ANXIETY If you experience nervousness or restlessness, try holding and feeling an object in your hand. It will help bring your attention to the simple physical sensation instead of getting caught up in your own thoughts.

3 BREATHE EASY Focus on your breath. Think of the word "peace" when inhaling, and of the word "calmness" when you exhale. You can also try the 7/11 method: count to seven when breathing in, and to 11 when breathing out. It will have a balancing effect on your nervous system.

aleksilitovaara.com

WATCH TIME FLY

Make the most of your flight with your personal entertainment system. Use your handset or touchscreen to choose from 72 movies, 150 TV shows, 15 games and a wide selection of music.



PICK OF THE MONTH

MOVIE BIG EYES. A drama centered on the awakening of the painter Margaret Keane, her phenomenal success in the 1950s, and the subsequent legal difficulties she had with her husband, who claimed credit for her works in the 1960s. (Rating PG-13)



NEW PERSONAL entertainment systems are available on Airbus A330 and Airbus A340 aircraft. Just one click and you can choose your favourite from movies to music and games.

Available language tracks depend on the programme; some programmes include Finnish and Chinese subtitles.

You can also track your flight's progress with the Airshow moving map.

Entertainment systems may vary by aircraft. On scheduled intercontinental flights, headphones are available free of charge. On leisure flights (AY1000 series), there is an entertainment fee, which includes headphones.



KIDS PICK

Fun for the little ones

DIARY OF A WIMPY KID: DOG DAYS School's out and Greg is looking forward to enjoying the summer. But when his dad decides that some father-son bonding is in order, Greg must do everything he can to keep him from ruining his vacation. (Rating PG)

MAY



ON SCREEN

Latest films and TV series



MOVIE LEVIATHAN. In a Russian coastal town, Kolya is forced to fight the corrupt mayor when he is told that his house will be demolished. Content may not be suitable for younger passengers. (English Subtitles, Rating NR)



MOVIE STILL ALICE. Alice, a renowned linguistics professor who starts to forget words, receives a devastating diagnosis. (Rating PG-13)



MOVIE A TALE OF SAMURAI COOKING: A TRUE LOVE STORY. Haru is the gastronomically talented wife of a man who wishes to be a great samurai. (English Subtitles, Rating NR)



TV SERIES SPONGEBOB SQUARE PANTS. Something Smells: In this episode, SpongeBob makes a sundae that gives him bad breath.



TV SERIES THE BIG BANG THEORY. Howard and Raj try to get to the bottom of why Sheldon disappears every afternoon at 2:45. Meanwhile, Leonard and Penny wrestle with jealousy in their relationship.



RADIO SOUNDS OF CHINA. Sit back, relax and immerse yourself in the beautiful sounds of China, with music by Faye Wong, Jam Hsiao and Amber Kuo. Enjoy more music at mixrad.io.



PLUG IN!

Most Airbus A340 aircraft and all Airbus A330 aircraft are equipped with an electricity socket, which you will find under your seat.



CLARINS MULTI-ACTIVE SET
Available in pre-order
shopping catalogue
€79



**GUCCI MADE TO MEASURE
EDT 50 ML**
Available in pre-order
shopping catalogue
€56



**MARC JACOBS DAISY
DREAM EDT 50 ML**
Available in pre-order
shopping catalogue
€59



**CALVIN KLEIN ENDLESS
EUPHORIA EDT 75 ML**
Available in pre-order
shopping catalogue
€57



**FESTINA LADY
MADEMOISELLE**
Available in pre-order
shopping catalogue
€85

SHOP NOW

Best in flight



SWAROVSKI STARDUST BALLPOINT PEN
Available on European and international flights
€29

FINNAIR CARRIES a broad selection of cosmetics, fragrances, gift items, confectionary and jewellery, which can be purchased during your flight. On most Intercontinental and flights to and from destinations outside the EU, wine and spirits are also available for purchase.

PICK THE PERFECT GIFT

Check out the onboard shopping catalogue for the latest must haves. Surprise your mother, a recent graduate or pamper yourself for spring! You can also pre-order in advance of your next flight. Happy shopping!

**BOTTEGA, PROSECCO
GOLD, 0.75L**
Available in pre-order
shopping catalogue
€18.90



**NICOLAS FEUILLATTE
PALMES D'OR**
Available in pre-order
shopping catalogue
€110



POMMERY GRAND CRU
Available in pre-order
shopping catalogue
€40.90



PRE-ORDER

Shopping made easy



Pre-ordering your favourite products is stress-free. There's no minimum order and your purchases will be waiting at your seat on your next flight!

finnairshop.com

MAY

ISTOCKPHOTO/NICOLAS HANSEN



FIT AT FINNAIR

A **HEALTHY WORK-LIFE** balance begins with an employer supporting a healthy workforce. In addition to offering exercise opportunities for employees, Finnair has launched several targeted wellbeing programmes.

Last year, as part of its ongoing wellbeing-at-work initiative, Finnair conducted a health and satisfaction study for pilots and launched a shift work development project at Helsinki Airport. Both were launched in co-operation with the Finnish Institute of Occupational Health.

Finnair has also introduced special groups for employees hoping to reduce neck pain, manage their weight or

improve their general fitness. The company helps employees fund sports-related activities such as participation in marathons, and offers group exercise options at its HOTT (House of Travel and Transportation) headquarters, constructed in 2013 near Helsinki Airport. The facility offers a wide range of equipment and provides changing rooms and showers for those who cycle to work.

Finnair also participates in the Cancer Society of Finland's Pink Ribbon Campaign, raising awareness among staff and encouraging frequent flyers to donate Finnair Plus points to support counselling services for cancer patients.

WORK WITH US

DO GOOD

Finnair makes it even easier to donate to charity. Passengers can now make a donation to UNICEF Finland when they book their flights on the Finnair website. Donations are possible in sums of one, five or ten euros.

Finnair also collaborates with many other environmental and humanitarian organisations.

Members of Finnair's frequent flyer programme can still donate points to the following charities at pointshop.finnair.com:

- The Finnish association for Nature Conservation
- The Association of Friends of the University Children's Hospitals
- The Cancer Society of Finland
- The Finnish Red Cross
- UNICEF Finland
- The Baltic Sea Action Group
- Hope



BETTER PLANET

A few examples of Finnair's societal involvement in action:

THE UNITED NATIONS Global Compact is a corporate responsibility initiative aiming to make human rights, fair labour standards, environmental responsibility and anti-corruption core parts of the participating companies' operations. Finnair has been a member since 2103. The airline company has also signed the United Nations Women's Empowerment Principles in 2011.

IN 2015 Finnair will receive its first four Airbus A350 aircraft, which will cut back on fuel consumption and emissions by 25 per cent.

FINNAIR is one of the first airlines in the world to receive an IATA Environmental Assessment (IEnvA) certification; this environmental management system is designed to assess an airline's environmental management.

THE AIRLINE supports the International Air Transport Association's (IATA) goal of zero emissions trading scheme. Finnair is dedicated to reducing its carbon dioxide emission revenue as much as 20 per cent per tonne-kilometre from 2009 to 2017. Another ambitious goal is to reduce the total amount of de-icing fluids by 40 per cent from 2006 to 2016.

FINNAIR CONDUCTS an annual employee well-being survey, participates in campaigns promoting equal opportunities at the workplace and places a strong focus on occupational safety and continuous training.

FINNAIR WAS INCLUDED on the Carbon Disclosure Project's (CDP) 2014 A List: The 2014 Climate Performance Leadership index for its efforts to reduce emissions and slow climate change. Among the 187 businesses included, Finnair was the only airline.

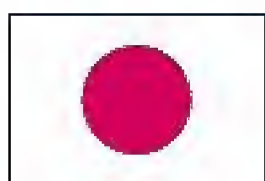


PASSENGERS at Helsinki Airport can use the 30 automated border control gates. Fifteen of these are located in the departure hall. The Finnish Border Guard's automated border control helps serve growing passenger volumes at Helsinki Airport.

EU, EEA, Japanese and Swiss nationals with biometric passports can take advantage of the automated border control gates. Third country nationals, who are exempt from the visa requirement and hold a biometric passport, may also use the automated border control upon departure. The service is available for Australian, Canadian, Japanese, New Zealand, South Korean and U.S. citizens. The automated border control is monitored by a border guard ensuring secure border crossings.

Please note that passengers travelling with an infant, baggage trolley or wheelchair must use the manual border control lane.

AUTOMATED BORDER CONTROL



ヘルシンキ・ヴァンター空港シェンゲンエリアでは、入出国審査の際に自動化ゲートをご利用頂けます。対象となるのはICパスポートをお持ちのお客様です。

① パスポートの顔写真ページを読み取ります。該当ページを読み取り機の上に置いて下さい。個人情報と生体認証データを読み取ります。

② ゲートが開いたら中に入り、右を向いて下さい。パスポートの顔写真と照合します。バックパック・帽子・眼鏡などは外して下さい。足跡マークの上に立って両足を正面からまっすぐに立てて下さい。

③ 二番目のゲートが開いたら、入国審査官のカウンターにお進み下さい。パスポートを確認した後、入国または出国スタンプを捺印致します。シェンゲンエリア居住許可証をお持ちの方は、入国審査官にご提示下さい。

finnair.com/jp



대한민국 전자여권을 소지한 승객께서는 유럽에서 한국으로 입국 시, 헬싱키 공항에서 자동출국심사 서비스를 이용하실 수 있습니다.

우선, 전자여권의 사진 페이지를 인식장치에 올려주시기를 바랍니다. 이 과정에서 여권정보 시스템에 자동 인식됩니다.

첫 번째 게이트가 열리면 안으로 들어가 오른쪽에 위치한 카메라로 안면인증을 거치게 됩니다.

이후 마지막 게이트에서 출입국관리 직원의 출국확인도장을 받으시면 됩니다.

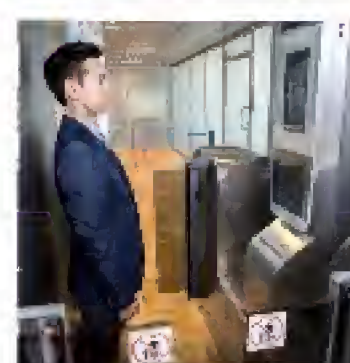
보다 간편하고 빠른 본 자동시스템의 많은 이용 바랍니다.

대한민국 전자여권은?
2008년 8월 25일 이후 발급된 여권으로 표지 하단부에 전자칩과 안테나가 내장 되어 있는 여권입니다.

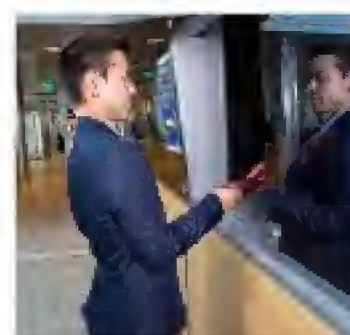
finnair.com/kr



① Place your passport with the info page face down on the reader. Please wait while your passport is being read for biographical and biometric data. When the scan is complete, the gate will open.



② Enter through the gate and turn right. Please remove your backpack if you're wearing one and stand on the footprints on the floor. Remove your glasses and hat. Stand still and look directly at the screen keeping your face visible. The camera will compare your facial image with the biometric feature scanned from your passport. Wait until the second gate opens.



③ The border check for EU, EEA and Swiss nationals is completed when the gate opens. Third country nationals must now move towards the border guard, who will check your entry stamp and mark your passport with an exit stamp.

WELCOME TO HELSINKI AIRPORT

HOW TO TRANSFER

Check your gate and departure time on the airport monitors. All Finnair and Flybe departures are located in the same terminal.

If you don't have a boarding pass for your connecting flight, please contact the transfer service desk.

Most passengers transferring from non-EU countries to EU countries have to go through security and passport control. Please note that liquids are restricted in carry-on baggage.

If your baggage has not been checked through to your final destination, collect it from the baggage claim area and go to check-in and security control.

AUTOMATED BORDER CHECKS

are available to passengers with bio-metric EU, EEA, Japanese or Swiss passports. Place your passport on the reader with the photo page down, then pass through the first gate, turn towards the monitor, and wait for the second gate to open. See more information on page 85.



FINNAIR TRANSFER SERVICE desks in Helsinki Airport T2 terminal are ready to help you with any inquiries related to your connection flights.

BUS CONNECTIONS



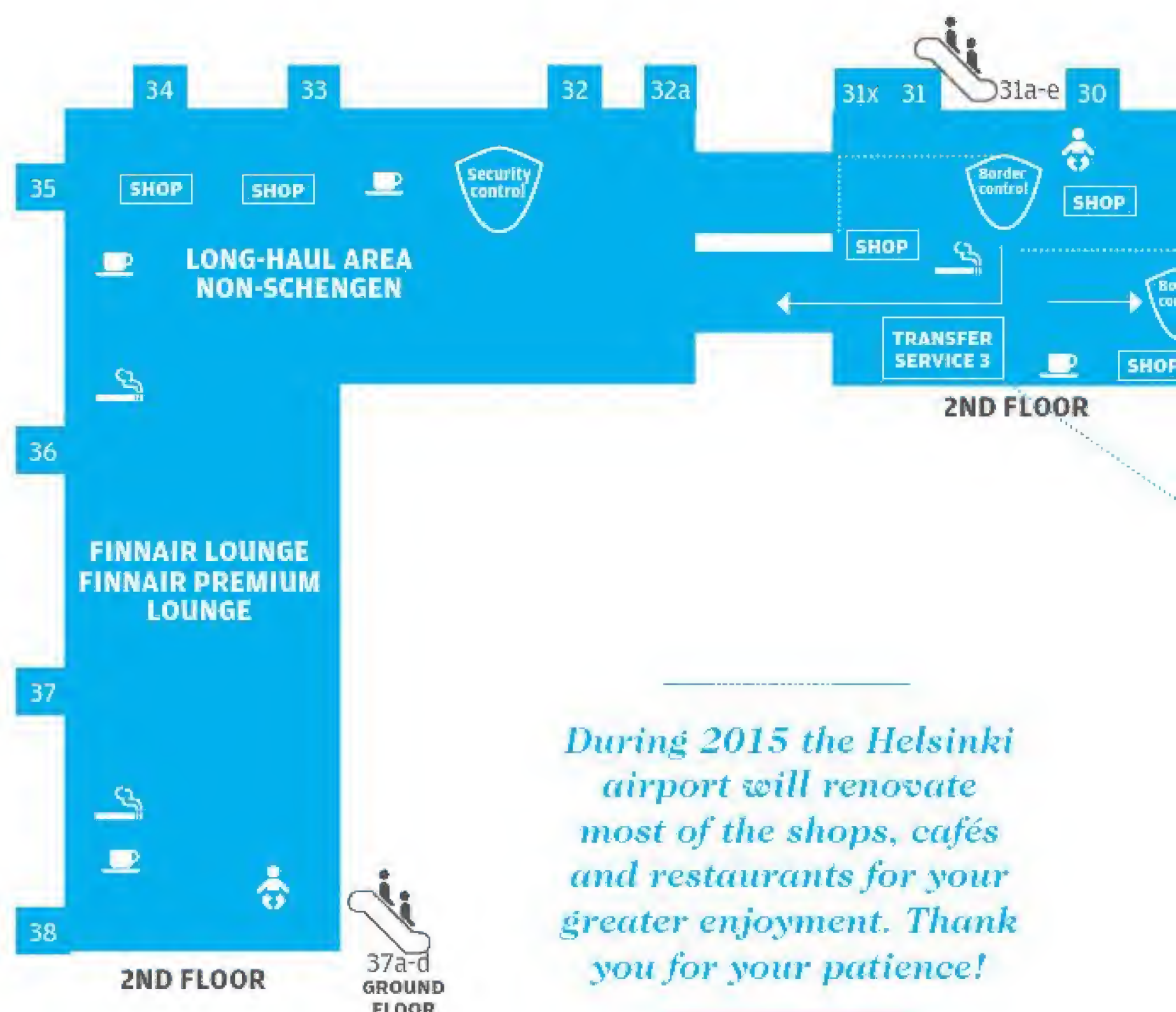
The Finnair City Bus to the Helsinki Railway Station leaves from Terminal 2 every 20 minutes, stopping also at Terminal 1. Travel time is about 30 minutes. Price: €6.40

CHECKING IN

Checking in to your Finnair flight is easy. You can save time by checking in at a self-service stand at the airport, online 36 hours before departure or by text message.

FLIGHT DISRUPTIONS

In case a flight is delayed or cancelled, Finnair will make every effort to keep you updated. Please make sure that you have provided Finnair with your email address and phone number.



During 2015 the Helsinki airport will renovate most of the shops, cafés and restaurants for your greater enjoyment. Thank you for your patience!

SERVICES AND FACILITIES

TRAVEL TIPS

Make most of your time

SHOP SHOPPING

Receive special offers for airport services when you show your Finnair Plus card. You will recognise our partners by the Finnair Plus symbol. Helsinki Airport features more than 30 shops and boutiques and various restaurants and cafés.



WIRELESS INTERNET

is available free of charge. An eService Bar is located across from gate 21.



CHILDREN

Children's playrooms offer videos, microwave ovens and baby care facilities.

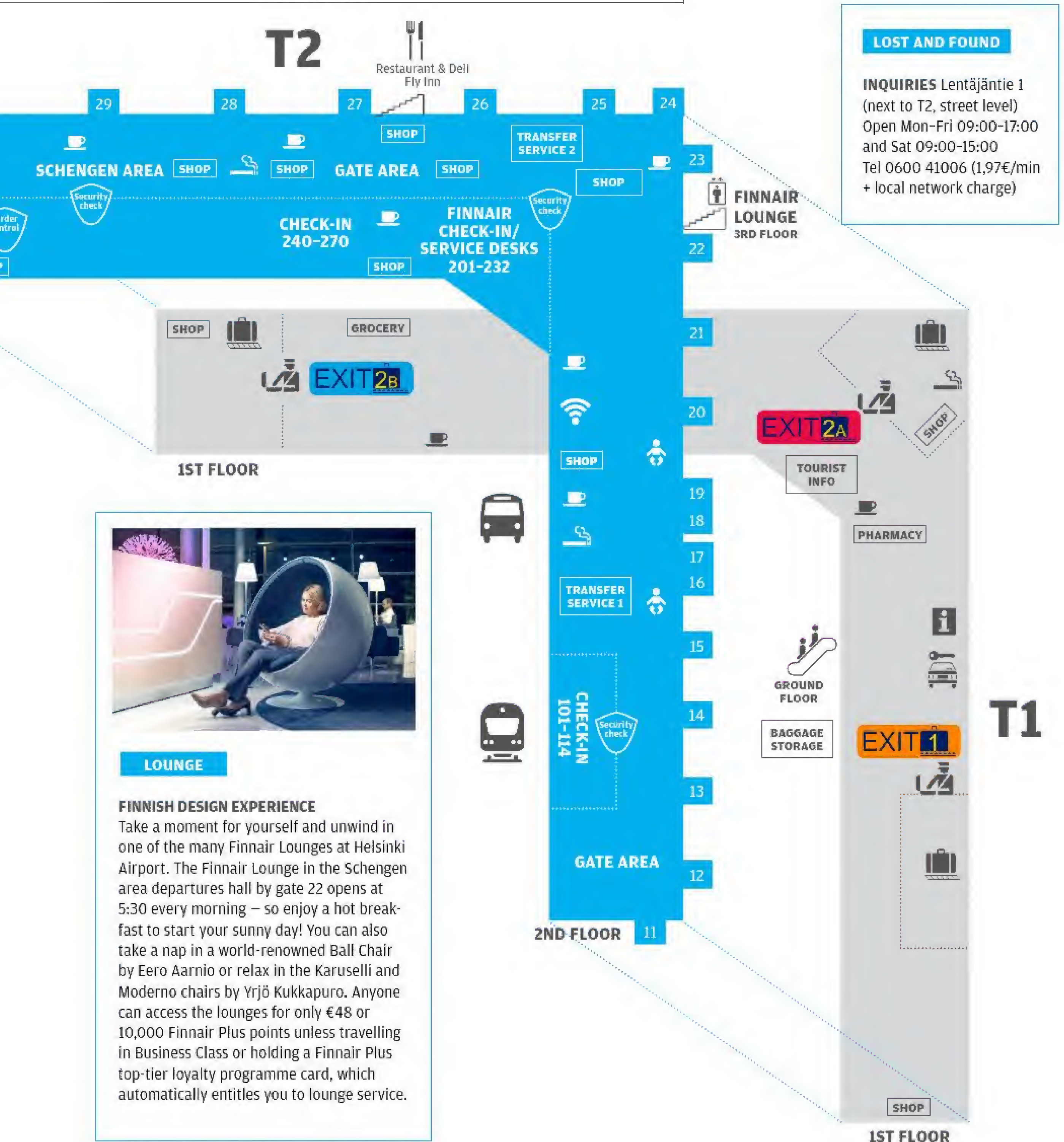


NON-SMOKING

Smoking at Helsinki Airport is prohibited outside of designated smoking rooms.

FLY FINNAIR HELSINKI AIRPORT

WALKING TIME
GATE 24-30: 7 MIN



FLIGHTS WITHIN EUROPE

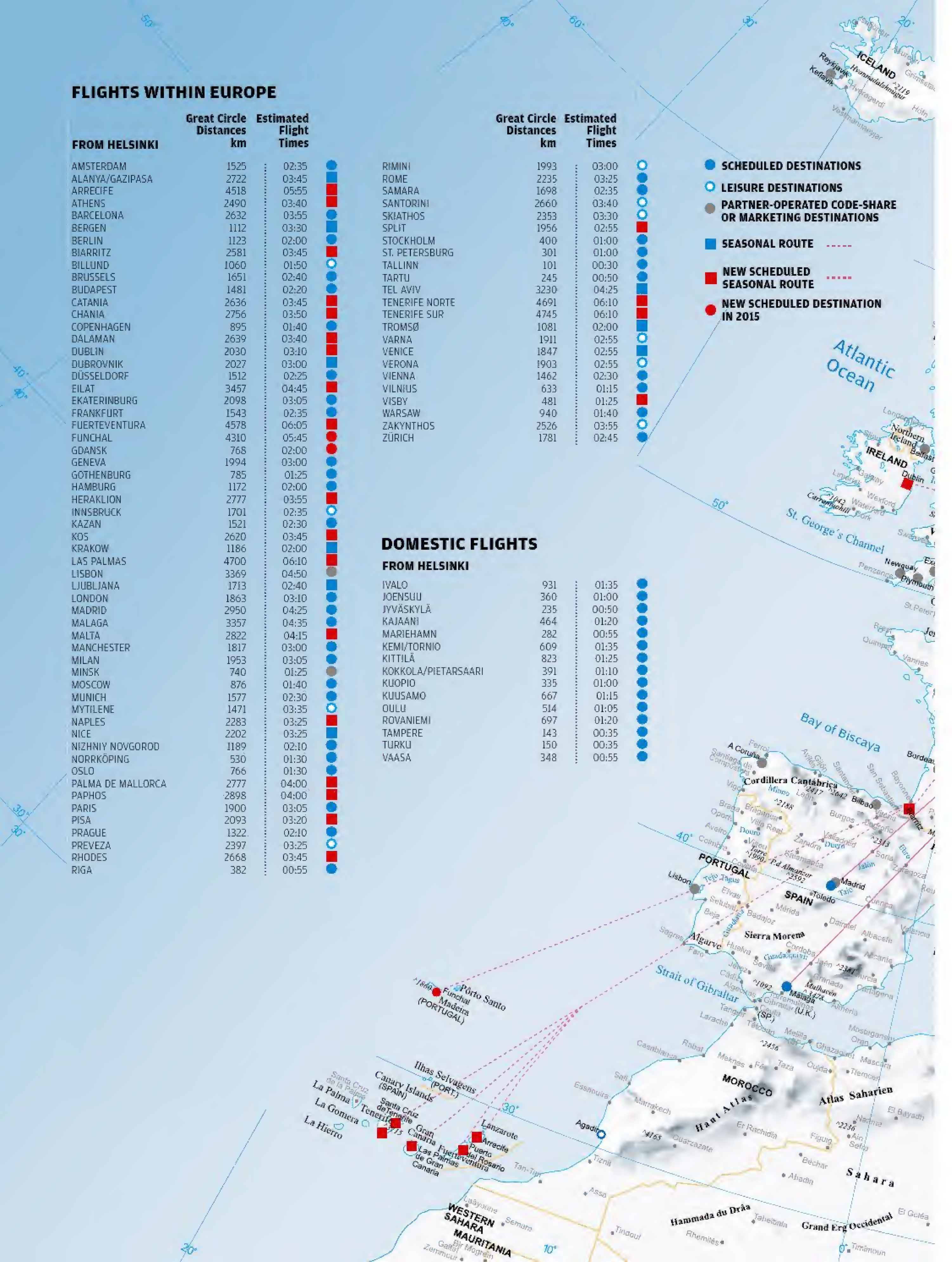
FROM HELSINKI	Great Circle Distances km	Estimated Flight Times
AMSTERDAM	1525	02:35
ALANYA/GAZIPASA	2722	03:45
ARRECIFE	4518	05:55
ATHENS	2490	03:40
BARCELONA	2632	03:55
BERGEN	1112	03:30
BERLIN	1123	02:00
BIARRITZ	2581	03:45
BILLUND	1060	01:50
BRUSSELS	1651	02:40
BUDAPEST	1481	02:20
CATANIA	2636	03:45
CHANIA	2756	03:50
COPENHAGEN	895	01:40
DALAMAN	2639	03:40
DUBLIN	2030	03:10
DUBROVNIK	2027	03:00
DÜSSELDORF	1512	02:25
EILAT	3457	04:45
EKATERINBURG	2098	03:05
FRANKFURT	1543	02:35
FUERTEVENTURA	4578	06:05
FUNCHAL	4310	05:45
GDANSK	768	02:00
GENEVA	1994	03:00
GOTHENBURG	785	01:25
HAMBURG	1172	02:00
HERAKLION	2777	03:55
INNSBRUCK	1701	02:35
KAZAN	1521	02:30
KOS	2620	03:45
KRAKOW	1186	02:00
LAS PALMAS	4700	06:10
LISBON	3369	04:50
LJUBLJANA	1713	02:40
LONDON	1863	03:10
MADRID	2950	04:25
MALAGA	3357	04:35
MALTA	2822	04:15
MANCHESTER	1817	03:00
MILAN	1953	03:05
MINSK	740	01:25
MOSCOW	876	01:40
MUNICH	1577	02:30
MYTILENE	1471	03:35
NAPLES	2283	03:25
NICE	2202	03:25
NIZHNIY NOVGOROD	1189	02:10
NORRKÖPING	530	01:30
OSLO	766	01:30
PALMA DE MALLORCA	2777	04:00
PAPHOS	2898	04:00
PARIS	1900	03:05
PISA	2093	03:20
PRAGUE	1322	02:10
PREVEZA	2397	03:25
RHODES	2668	03:45
RIGA	382	00:55

DOMESTIC FLIGHTS

FROM HELSINKI

FROM HELSINKI	Great Circle Distances km	Estimated Flight Times
IVALO	931	01:35
JOENSUU	360	01:00
JYVÄSKYLÄ	235	00:50
KAJAANI	464	01:20
MARIEHAMN	282	00:55
KEMI/TORNIO	609	01:35
KITTILÄ	823	01:25
KOKKOLA/PIETARSAARI	391	01:10
KUOPIO	335	01:00
KUUSAMO	667	01:15
OULU	514	01:05
ROVANIEMI	697	01:20
TAMPERE	143	00:35
TURKU	150	00:35
VAASA	348	00:55

- SCHEDULED DESTINATIONS
- LEISURE DESTINATIONS
- PARTNER-OPERATED CODE-SHARE OR MARKETING DESTINATIONS
- SEASONAL ROUTE
- NEW SCHEDULED SEASONAL ROUTE
- NEW SCHEDULED DESTINATION IN 2015





INTERCONTINENTAL FLIGHTS

FROM HELSINKI	Great Circle Distances km	Estimated Flight Times	
AGADIR	4193	05:35	●
BANGKOK	7912	09:45	●
BEIJING	6325	07:55	●
CHICAGO	7139	09:15	■
CHONGQING	6736	08:40	●
DELHI	5229	06:50	●
DUBAI	4537	05:55	■
GDA via Sharjah	6739	10:15	○
HAVANNA	8718	12:05	○
HÔ CHI MINH CITY (Saigon)	8510	10:50	■
HONG KONG	7821	09:35	●
KRABI	8350	10:20	■
MIAMI	8342	11:10	■
NAGOYA	7780	09:40	●
NEW YORK	6626	08:45	●
OSAKA	7751	09:30	●
PHUKET	8312	10:05	■
PUERTO PLATA	8417	11:15	○
SEOUL	7050	08:40	●
SHANGHAI	7410	09:05	●
SINGAPORE	9272	11:30	●
TOKYO	7849	09:45	●
TORONTO	6619	08:50	■
XIAN	6421	07:50	■

FINNAIR PLUS members earn Plus points from travelling on any scheduled flight with a oneworld airline.



Oneworld:
almost 1,000
destinations





FLY FINNAIR FLEET

AIRBUS A350-900 (NEW IN 2015)

Number	19 in order
Seating capacity	297
Length	66.8 m
Wingspan	64.75 m
Cruising speed	903 km/h
Maximum cruising altitude	13,000 m



AIRBUS A340-300

Number	7
Seating capacity	266/263/257
Length	63.6 m
Wingspan	60.3 m
Cruising speed	870 km/h
Maximum cruising altitude	12,500 m



AIRBUS A330-300

Number	8
Seating capacity	289/263
Length	63.6 m
Wingspan	60.3 m
Cruising speed	870 km/h
Maximum cruising altitude	12,600 m



AIRBUS A321 (ER)

Number	11
Seating capacity	136-209
Length	44.5 m
Wingspan	34.1 m
Cruising speed	840 km/h
Maximum cruising altitude	11,900 m



AIRBUS A320

Number	10
Seating capacity	110-165
Length	37.6 m
Wingspan	34.1 m
Cruising speed	840 km/h
Maximum cruising altitude	11,900 m



AIRBUS A319

Number	9
Seating capacity	105-138
Length	33.8 m
Wingspan	34.1 m
Cruising speed	840 km/h
Maximum cruising altitude	11,900 m



EMBRAER 190/170 Operated by Flybe

Number	12/2
Seating capacity	100/76
Length	36.2/29.9 m
Wingspan	28.7/26 m
Cruising speed	850 km/h
Maximum cruising altitude	12,300 m



COMING SOON

EUROPE'S FIRST A350 FLIGHTS ON SALE!

FINNAIR'S NEW eco-smart Airbus A350 aircraft will soon take to the skies. Book your flights now and be among the first to experience the next generation of flying!

A350 LONG-HAUL FLIGHTS WILL START:

- Helsinki-Shanghai Oct 25, 2015: Flight AY057
- Helsinki-Beijing Nov 21, 2015: Flight AY051
- Helsinki-Bangkok Dec 4, 2015: Flight AY089
- Helsinki-Hong Kong Feb 1, 2016: Flight AY069
- Helsinki-Singapore May 5, 2016: Flight AY081

IN OCTOBER 2015, Finnair will also test the new aircraft on flights within Finland and Europe.

SEE THE FULL SCHEDULE

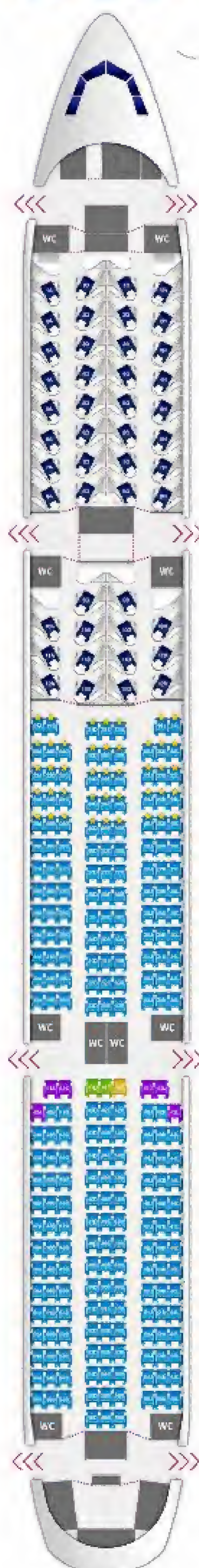
a350.finnair.com

Dates as of April 9, 2015. Finnair reserves the right to make changes due to operational reasons.



THE MAKING OF A350

FINNAIR'S A350 aircraft are currently being built in Toulouse, France, at the Airbus factory. Finnair is happy to share this photo of our Economy Class seats, each with 11-inch touch screens.



297 SEATS

- Business Class full-flat seat
- Economy Class seat
- ★ Economy Comfort seat
- Seat with extra leg room
- Front row seat
- Front row seat suitable for a baby bassinet

ZEN IN THE SKY

A350 is both spacious and calming. The interior design is created by Finnish design house dSign Vertti Kivi & Co. The large panoramic view windows let natural light flow into the cabin. And the ambient LED mood lighting works in harmony with the time of day, helping you to relax.

FOLLOW THE STORY

- ▶ a350.finnair.com
- ▶ on Twitter [#A350Finnair](https://twitter.com/A350Finnair)

Airbus @Airbus Apr 9
Xperience the future of air travel: it's now time to book your flights on [#A350Finnair](https://twitter.com/A350Finnair)! finnair.com/a350



FLY FINNAIR FREQUENT FLYER PROGRAMME

JOIN NOW

*Big benefits for
frequent flyers*

FINNAIR PLUS PROGRAMME allows you to earn points when travelling with Finnair or **one-world** airlines and from services provided by many Finnair Plus partners.

As a Finnair Plus member you can also benefit from many valuable offers and benefits including:

- A head start on special flight sales
- Exclusive members prices on offers
- Earn and use points on Finnair, **oneworld** and partner airline flights
- Earn and use points on numerous worldwide partner services

EARN POINTS when flying Finnair scheduled and leisure flights. Points can also be earned on **oneworld** scheduled flights. As a member you also receive points when purchasing products and services from any one of our Finnair Plus partners.

USE POINTS to purchase Finnair award flights, pay for additional baggage and upgrade your Finnair flight from Economy to Business Class. You can also use your points for **oneworld** flights. Points are valid currency in the Finnair PlusShop online and you can use them to pay for services and products from Finnair Plus partners.

Read more about our partners on page 96.



DID YOU KNOW?

JOIN FOR FREE by filling in the Finnair Plus form attached to this magazine or online at finnair.com/plus

NEW FOR MEMBERS

*Calculate
your points
in advance!*

Now you can easily check how many Finnair Plus award and tier points you can earn from your travel by using our accrual calculator.

If your travel includes transfers, please use the Multiple segments function to see the correct result. You can add up to eight segments into the calculator.

Please note: the calculator is currently available for mobile and tablet users only.

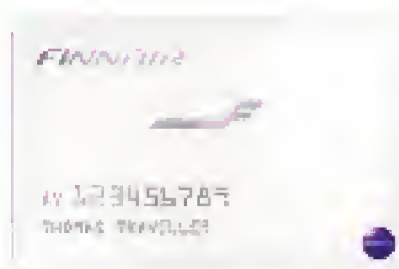
See more under Earn Points:
finnair.com/plus



FINNAIR PLUS MEMBERSHIP

These are some of the benefits you receive as a member. For more information go to finnair.com/plus.

FINNAIR PLUS TIER BENEFITS



BASIC
Up to 40,000
tier points

- Flights awards
- Additional baggage charges with points*
- Waiting list priority based on tier
- Partner service purchases with points



SILVER
40,000 - 90,000
tier points or
24 scheduled flights

- One extra piece of baggage free of charge*
- Finnair lounge access*
- Priority Lane*
- 10% points bonus*
- 10% discount on normally priced tax-free purchases outside of the EU*



GOLD
90,000 - 150,000
tier points or
54 scheduled flights

- Special baggage free of charge*
- Travel class upgrades*
- Finnair and oneworld Business Class and Frequent Flyer lounge access + 1 guest
- Priority Lane*
- 15% points bonus*
- 10% discount on normally priced tax-free purchases outside of the EU*



PLATINUM
150,000
tier points or
92 scheduled flights

- Special baggage free of charge*
- Travel class upgrades*
- Discounted travel upgrades for family members*
- Finnair and oneworld Business and First Class and Frequent Flyer lounge access + 1 guest
- Priority Lane*
- No expiration on award points during tracking period
- 25% points bonus*
- 10% discount on normally priced tax-free purchases outside of the EU*

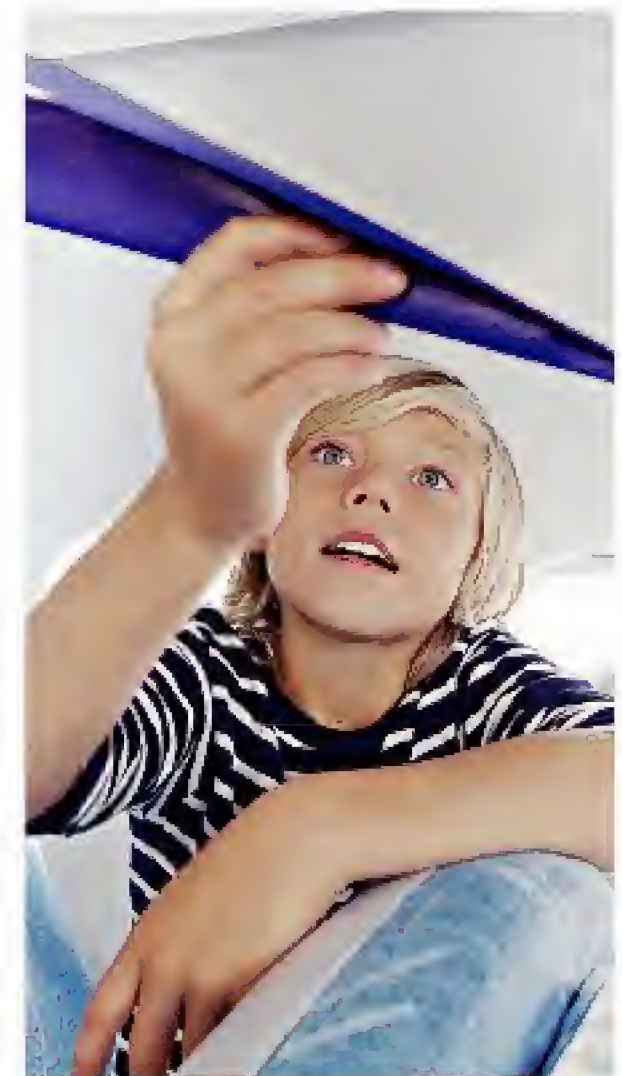
*Finnair flights (AY operated and AY marketed)

EQUIVALENT ONEWORLD TIERS

Finnair Plus	oneworld
Basic	---
Silver	Ruby
Gold	Sapphire
Platinum	Emerald

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card with a credit card
and you can earn Finnair
Plus points on all your
purchases. Read more:
finnair.com/plus*

KIDS



JUNIOR

Kids get points, too!

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DID YOU KNOW?

FINNAIR'S NEW MOBILE APP is your best travel companion. In addition to up-to-the-minute travel and flight information, the app can be used to check in, select seats, purchase upgrades, and best of all – Finnair Plus members can access their Finnair Plus profile and check point status. Download the app to discover features and tips that will save you time and help you along every step of your journey.

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Savonlinna Opera Festival

July 3 - August 2, 2015

Tickets €53.50-€183.50

operafestival.fi

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avis.fi/finnairplus



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MARIMEKKO CITY SHOULDER BAG €89
Member offer **€65 + 1,000 points**

Prices subject to change.

FINLAND IN FIGURES



DID YOU KNOW?

POPULATION: The life expectancy of Finnish women is 83.8 years.

FINLAND IN FIGURES

POPULATION

- 5.5 million
- Life expectancy: men 77.8 and women 83.8 years
- Average household size: 2.1 persons
- Languages: 89.3% speak Finnish; 5.3% Swedish
- Religion: 75% Lutheran; 1% Orthodox
- 81% of the population aged 25 to 64 have completed upper secondary or tertiary education and 37% have university or other tertiary qualifications.

AREA

- 390,920 sq. kilometres, of which 9% is fresh water; land area is 303,909 sq. kilometres. There are 188,000 lakes. 6% of the land is under cultivation. Forests (mainly pine and spruce) cover 68% of the country.

GOVERNMENT

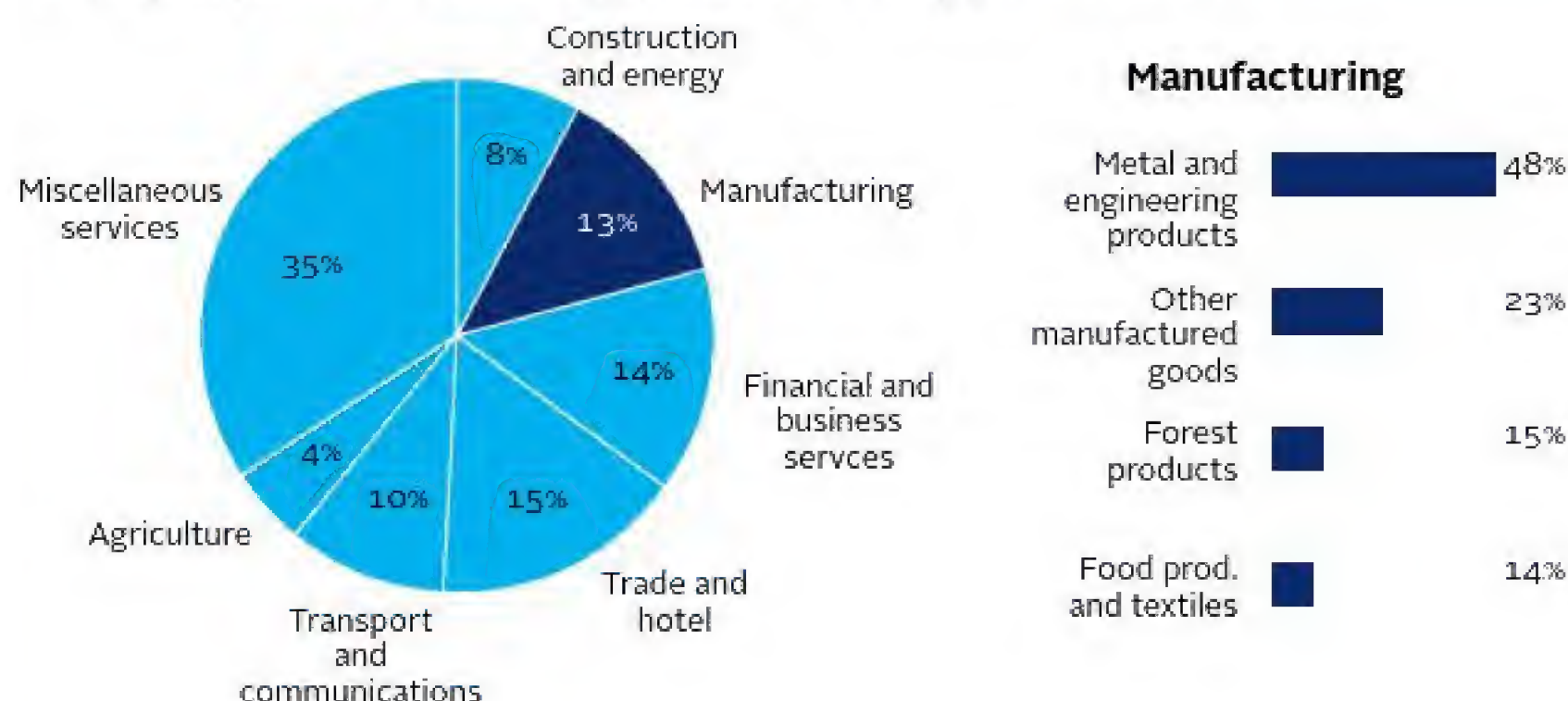
- Sovereign parliamentary republic since 1917.
- The president is elected every six years. The current president of Finland, Sauli Niinistö took office in March 2012. The 200 members of Parliament are elected for four-year terms.
- Finland has been a member of the European Union since January 1995.

ECONOMY

- GDP 2013: 193 billion euros, the annual change in volume -1.4%
- Annual inflation rate as of December 2014: 0.5%
- Currency: Euro

ECONOMIC STRUCTURE

Employed persons by industry, 4th quarter 2014 (per cent of total)



GDP

	Nominal	Adjusted for Purchasing Power Standard
Norway	75.900	49.200
Denmark	44.400	32.100
Sweden	43.800	32.700
USA	40.000	39.900
Finland	35.600	28.700
Germany	33.300	32.000
France	31.300	27.800
UK	29.600	27.200
EU27	25.900	25.800

EXPORTS BY PRODUCTS

Chemical industry products	25%
Forest industry products	20%
Other industries	16%
Metals and metal products	14%
Machinery and equipment	13%
Electronics	11%

Foreign trade 2013 exports by products by activity: 55.903 MEUR (per cent of total)

GDP per capita 2013 (EUR)

MONTHLY TEMPERATURES IN HELSINKI 2014

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mean °C	-5.9	0.2	2.1	5.9	10.6	13.5	20.1	17.9	13.0	6.7	3.2	0.1
Max °C	5.6	4.7	10.9	19.9	26.3	24.4	29.6	28.4	20.3	14.7	10.3	5.5
Min °C	-18.2	-7.6	-8.3	-4.5	-1.2	3.5	11.1	9.6	0.4	-3.8	-2.4	-15.7

More information: finland.fi, goodnewsfromfinland.com, indicator.fi



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